

PRINTERS' INK

A JOURNAL FOR ADVERTISERS.

GEO. P. HOWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXV. NEW YORK, APRIL 10, 1901.

No. 2.



LOOKING for PUPILS



Every boy and girl receives some kind of an education. Every school has some pupils. Every paper has some circulation. It is the quantity that counts.

The Philadelphia Record

goes into 190,000 homes every morning.

School advertising has always been a specialty. Classified, single column, like these samples, is 15c. a line, or but 10c. a line on thirty times or ders.

This measures 6 lines.

LAKESIDE SCHOOL A charming place for parents to send their boys where they will have the very best of care and attention. Home life. Military drill. Athletics. Elementary studies, \$200 a year. Send for catalogue. JOHN JONES, Princeville, Pa.

This measures 11 lines.

LAKESIDE SCHOOL
PRINCEVILLE, PA.
A CHARMING PLACE FOR PARENTS TO SEND THEIR BOYS.
GIVEN THE VERY BEST OF CARE.
HOME LIFE. MILITARY DRILL.
ELEMENTARY STUDIES.
ELEMENTARY STUDIES, \$200 YEAR.
SEND FOR CATALOGUE.
JOHN JONES, PRINCEVILLE, PA.

Wherever you are you ought to use the RECORD. You cannot describe your school in full, perhaps, but you can ask the Record's 190,000 parents to send for your catalogue and description of your school.

Be as prompt with your advertising as you expect your pupil to be with his lesson.

School and College

Advertising

A good school or college, offering unusual advantages, either through an educational system of particular excellence, or through its location, or through both, should advertise the high qualities of the institution, clearly, comprehensively, and in a dignified and business-like way.

School advertising should be of the highest excellence in language, illustration and typography. The kind needed depends on the school. Some may need newspapers, some magazines, some both, some neither.

We plan, write, illustrate and place school advertising for earnestly interested principals.



KINDLY ADDRESS

GEO. P. ROWELL & CO.

ADVERTISING AGENTS

10 Spruce Street, New York

PRINTERS' INK

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1903.

VOL. XXXV.

NEW YORK, APRIL 10, 1901.

NO. 2.

THE WALWORTH INSTITUTE.

HOW ONE OF THE MOST REPRESENTATIVE BUSINESS SCHOOLS OF THE METROPOLIS ADVERTISES.

The Walworth Business and Stenographic Institute, founded in 1871, is believed to have been the first institution of its kind opened in the upper part of New York City. On the assumption that it would have an interesting advertising history, a reporter of *PRINTERS' INK* dropped in at the upper one of its two branches, 108-110 East 125th street, one morning recently, just at the hour its classes were forming. One of the principals, G. S. Walworth, was asked in regard to this. He started by saying:

"This, the parent branch, is devoted to a general business course. The lower school, in the Spalding Building, at 29-33 West 42d street, is more especially given to stenography and typewriting branches, which yearly assume more importance. It is strange how often I have come across men, otherwise above the average of intelligence, who maintained that there was no real reason for the existence of business schools—that the only school for business that was worth anything was business itself. I have used the past tense in this observation, because I am glad to state that that idea is dying out."

"About your advertising, Mr. Walworth?"

"Well, from the very first we advertised. And then, as now, although we have experimented with other classes of publications repeatedly, we were forced to the conclusion that none were as effective for our purposes as the daily papers. But really the most effective advertisement throughout, if you can define it as adver-

tising, is personal recommendation. One word of that kind outweighs volumes of the others, or any others. I cannot tell how it has been with other institutions, but with this it has been the very foundation of our success."

"What makes you so certain that other mediums were not so effective as the daily papers?"

"Our observation fortified by our keying. In keying we adopted mostly the simple system of department numbers or figures, and we were enabled to trace replies in almost all instances. This

BUSINESS EDUCATION.

Individual instruction in bookkeeping, stenography, typewriting, penmanship, etc., by specialists; ladies' department; situations procured; new students received now; call or write for prospectus; accorded full registration and inspected by the regents.

NIGHT SCHOOL.

Are you satisfied with your present occupation? Do you wish to be promoted? Then you must be prepared for the higher place. Bookkeepers, stenographers, typewriters and men versed in business principles are in more demand than the supply. The best school, evening or day, to prepare you is

WALWORTH INSTITUTE.

108-110 EAST 125TH ST AND
29-33 WEST 42D ST
TELEPHONE 965 B HARLEM

showed us comparative returns from dailies and from other periodicals. But then you must remember another fact in connection with our institution. That is, we never made a bid for patronage other than local. We have always had, it is true, and have now, some pupils from outside, some even from a great distance, but we have never made any special effort for such, and it is probable that these came through the local dailies."

"What papers are you now using?"

"At the beginning of each season we go in for a week at least in all the morning papers; but throughout the year we employ the *World*, the *Journal*, the *Herald*

self-addressed postal card, on the reverse side of which is the "request" published herewith. There is blank space for nine names and addresses, and Mr. Walworth says that returns on them are very satisfactory, both as to number and as to the character of the names furnished. Sometimes a mischievous child will invent a series of fictitious names, but the number of these is too slight to deserve serious consideration.

"A large factor in the success of a school like this," resumed Mr. Walworth, "lies in the names of previous scholars. We have that exemplified every day, as thus: The old gentleman or lady who purposes to send a son or daughter to us reads that President McKinley's secretary, George B. Cortelyou, has been taught here, or Admiral Dewey's or Senator Depew's, or any one of a dozen others; or that the late William Steinway paid the tuition fees of twenty-eight of our scholars during the last two years of his life. The result is that we surely obtain that scholar.

"There's one matter I'd like to speak about. Many of the commercial schools have inaugurated and are continuing a system of house-to-house canvassing for pupils. This is enterprising, but is it judicious? One effect would naturally be to lower the morals of the scholars, for the canvasser, finding that he is not well received among better classes, is sure to drop into a lower scale of people. We do not follow this 'advance' of our competitors to any extent, yet unfortunately 'the spirit of the

times' makes us adopt a part of it, even though we may not approve. That is, we follow up whoever has made an inquiry. That is a duty we owe to ourselves, and more, we owe it just as fully to the inquirer."

"How much is your annual advertising appropriation?"

"We make no appropriation, and would not like to state our outlay. But let us put it this way: Mr. John J. Gilroy, in one of his street car ads, states that A. T. Stewart once said that every business man should devote one dollar to advertising for every dollar he expends for rent. I will only add that our advertising costs us a great deal more than our rent does. And our rent is by no means an insignificant item."

J. W. SCHWARTZ.

THE NEW YORK CENTRAL.

The New York Central Railroad, under the sensible direction of George H. Daniels, has always been opposed to advertising as a branch of railroading. Mr. Daniels has made war on the fiends who distort the landscape with pink pills and eyewash. He believes that nature should be left in an unblemished condition. He wants the traveler to enjoy the beautiful mountains, the stately rivers and the blue sky, and not to be reminded that flesh is heir to rheumatism and constipation. Mr. Daniels is right. His railroad will grow in favor the more it can suppress the man who deforms nature for business purposes.—*Brooklyn (N. Y.) Times*.

THE ENTERING WEDGE.

The action of the Wisconsin Bar Association in amending the code of ethics so as to allow lawyers to use newspaper space as they may choose is significant of the growth of the tendency, and it is believed to be only a question of time when all other classes of professional men will follow this example.—*Paterson (N. J.) News*.

The Washington Evening *Star* goes into practically every home in Washington.

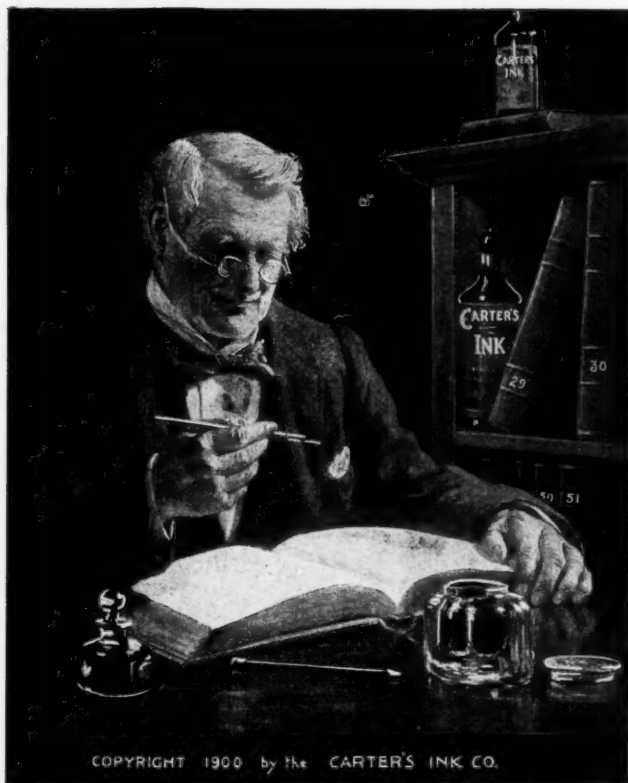
The great majority of Washington advertisers confine their advertising to the *Star*.

In Washington it is axiomatic that the *Star* completely covers the field.

New York Representative:

M. LEE STARKE,

Tribune Building.



COPYRIGHT 1900 by the CARTER'S INK CO.

After all, no ink like *Carter's*!
Take an old book-keeper's advice.

THIS DESIGN WON A \$100 PRIZE FOR THE C. F. WYCKOFF CO., INCORPORATED,
 OF ITHACA AND BOSTON.

DEFINITION OR SARCASM?

The poster is the natural evolutionary product of the original hieroglyphic notice laboriously drawn by our distant ancestors with a lump of red earth upon the face of a rock or smooth-barked tree. Announcements they were, probably, of a tribal feast or medicine dance, a proclamation of war, or the notice of a lecture by the chief on "the situation." It is surprising at the first blush, considering the long stretch of time between the first poster and that of to-day, that the difference between

them should be so light. We have not the first, it is true, for the purpose of comparison, but looking at the present one, we cannot imagine the first to have been much cruder. If an Egyptian mummy were to come to life again, one can well believe that he would find himself more at home in the new world in front of a hoarding than anywhere else. And if the necessity of gaining a living were also presented, that he could be taught billposting more readily than any other occupation.—*London (Eng.) Globe*.

IN dealing with newspapers and periodicals and paying them large sums for advertising it often appears essential to the advertiser to know about the stability, character, standing and present circulation of a particular publication under consideration. The information conveyed by a newspaper directory is necessarily brief and touches only upon well-defined lines. A timely knowledge of some important detail of the past, present and the probable future of a paper may occasionally prevent an unwarranted expenditure. What seems gold on the surface is sometimes only gilding.

The American Newspaper Directory Confidential Information Bureau ...

with the more than thirty years' experience of its founders, and with the facilities at their command, is willing to convey to its subscribers such confidential information as it may possess. It is often in a position to tell about a specified publication just what an advertiser would very much like to know. It will deal only with papers credited with a circulation of a thousand copies or more. With smaller circulations the general advertiser cannot profitably concern himself.

PRICE OF SERVICE, \$25 A YEAR, STRICTLY IN ADVANCE. A SUBSCRIBER RECEIVES REPORTS AS ASKED FOR; ALSO PRINTERS' INK (A JOURNAL FOR ADVERTISERS), ISSUED WEEKLY AT \$5 A YEAR, AND THE AMERICAN NEWSPAPER DIRECTORY (ISSUED QUARTERLY AT \$5 A QUARTER), \$20 A YEAR. ADDRESS GEO. P. ROWELL & CO., PROPRIETORS, NO. 10 SPRUCE ST., NEW YORK.

DOESN'T BELIEVE IN SCHOOL ADVERTISING.

A representative of PRINTERS' INK one day last month called at the Berkeley School, at the corner of 49th street and Madison avenue, New York, the site of Columbia College, before its removal to its present location on Cathedral Heights. This school has the reputation of being the leading private institution for the preparation of boys for colleges and universities in the land. Its head master, Dr. John Stuart White, is recognized as one of the most progressive of educators. In answer to the question as to whether the school advertises, he said:

"No; beyond announcing the date of the beginning of the school year, we have nothing to say to the public."

"Will you give me your ideas as to what you have found to be the best method of advertising schools?"

"The best way in the world to advertise a school is never to advertise at all. There is no question that those institutions are strongest in the minds of the public which do not present their claims in the ordinary ways for securing publicity. At the same time, such institutions are developed along narrow lines, but the very clannishness which such a development secures is a source of strength to a small school.

"One of the best schools in America and one which is always full to its limit, although very little known outside of New York City or its immediate clientele, is the Brearley School for Girls on West 44th street. I think this has never been advertised in the newspapers except at the very start, when the plan and methods of the school were very lavishly given for a few days in the newspapers. To my mind this is, for the reason given above, the best advertised school I have ever known. Almost the same may be said of two or three of the country boarding schools for boys.

"On the other hand, a private school for boys in New York City, if it intends to cover any consid-

erable field and do strong work, must give the community an evidence of its existence through the daily press. I have always found that the simple announcement that the school opened on a certain date was of just as much advantage as an exploitation of the merits of the school. The public is more sensitive to praise or criticism of a school than it is to any institution or business which proclaims its vocation.

"No business in America is advertised more shrewdly or more intelligently than that of John Wanamaker. Too much is never said upon any one subject. Yet the merits of the different branches of the business are steadily presented to the public in a carefully displayed and extended form; but, let a school attempt any such form of advertising, and it would be equivalent to its death blow. I recall one or two instances where schools have employed professional writers of advertisements to exploit their methods, but so far as I have been able to learn the result was detrimental, not only to the best interest of the schools, but to their growth."

J. W. SCHWARTZ.

I Can Sell Your Country Real Estate for CASH

(Residence, farm or business property), no matter where located. Send description and selling price and learn my successful plan.

W. M. OSTRANDER, 1221 Fifth St., Phila., Pa.

PROPERTY BARGAINS FOR CASH BUYERS:

- 2 bldg. lots, Tallahassee, Fla. . . . \$200
- Desirable bldg. lot, Brookville, Fla. . . . \$500
- 3 well located bldg. lots, St. Augustine, Fla. . . . \$2,500
- 6 good bldg. lots, St. Augustine, Fla. . . . \$1,000
- 14 acres, Cumberland Co., Tenn. orchard, good bldg., 13 miles R. R. Station. \$1,500-2,000 cash.
- Desirable residence, Thonaston, Me. 11 rooms, fine grounds; near R. R. Station. \$1,500-\$1,800 cash.
- 100 acres, Berkshire Co., Mass. New house, steam heated, hot and cold water. Fine outbuildings. \$20,000.
- Beautiful country residence, Guilford, Conn., main line N. Y., N. H. & H. R. R. 1 1/2 hours N. Y. on I. T. road. Fishing, bathing, etc. Send for photo. \$25,000 easy terms.
- Fine residence, Riverside, Conn. all conveniences. New York. \$40,000-\$50,000 cash.
- 50 acres poultry farm, Lorain Co., Ohio, stream on land. 16 miles R. R. Station. \$15,000-\$20,000 cash.
- Summer resort, Little Dammen Island, Cape Bay, overlooking Portland, Me. Beautiful location on Atlantic coast. 2 cottages. Fine fishing, bathing, bathing. \$10,000.
- Ranch, 25,000 acres, one of the best in California between Sierra Nevada and Coast Ranges. 8,000 acres under cultivation; 12,500 acres suitable for fruit raising. \$200,000, undivided half interest for \$100,000.

FROM THE OUTLOOK (NEW YORK), RE-
DUCED ABOUT ONE-HALF.

Iowa Stands Among the Lowest States in Point of Illiteracy.

No State Sends a Larger Percentage of Students to Colleges, Universities and Seminaries.

Institutions desiring to reach the well-to-do farmers and business and professional people of the great and wealthy State of Iowa can do so at a minimum cost by advertising in Iowa's foremost daily newspaper, the **Des Moines Daily News**, a high-class family journal, with a substantial clientele of over 30,000 families distributed throughout the State. The **Daily News** accords the advertiser using small display space for short periods its minimum yearly rate of 4 cents per agate line (56 cents per inch) for each insertion. This is highly advantageous for educational advertisers.

N. B.—The Schools of Iowa use the **News** Junior Topics for English Composition. No Iowa paper is read so widely by teachers.

"HEFFLEY SCHOOL" PUBLICITY.

By John S. Grey.

Of recent years the Hefley School in Brooklyn has become famous for the reason that it has been liberally advertised in many ways. It is situated on Ryerson street and immediately adjoins the celebrated Pratt Institute. It is registered and incorporated by the University of the State of New York, and one of its claims sets forth that it "receives under seal of the State University diplomas for business, shorthand and high school courses, and certificates for law, medical and dental students. No other school in the State fits pupils for all these credentials."

Mr. Norman P. Heffley is the president, and he claims that the success of the school is not so much attributable to the newspaper and other advertising that has been done as to the excellent results of the methods of education, and the peculiar attractions that accompany the same. The aim is to have the most practical courses of study, and to employ the best teachers obtainable.

Mr. Heffley says:

"We aim to satisfy our pupils in every way by giving them more than we receive. In connection with the school they have an association which meets between two and three o'clock every Friday afternoon for a literary and social time. This tends to create a friendly feeling among one another and toward the school. And during the past winter our hockey team has largely advertised the school.

"No doubt our attractive building, and its excellent equipment, have also contributed their share toward advertising the Heffley School, for whoever goes through the establishment is bound to remember it and talk of it to friends."

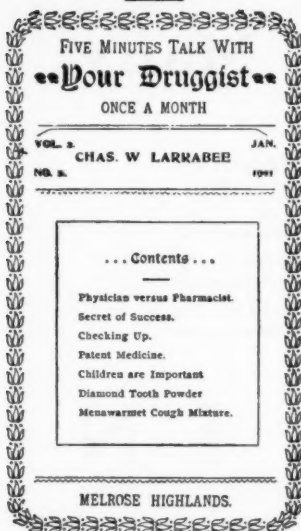
"This is not said to belittle the regular methods of publicity at all, but simply to show that good advertising can be done from the inside as well as on the outside. We advertise in the local newspapers all the year round and we have posters on the elevated stations. Of course, being a local school, we

PERFECTING PRESS FOR SALE.

The EVENING WISCONSIN, Milwaukee, Wis., having just installed a new 24-plate Hoe press, offers for sale one of a pair of Seymour presses upon which the WISCONSIN has been printed for a few years past. This press prints 4 and 8 pages of 6, 7 and 8 columns of 13 ems. It is a light-running machine in good order and will do excellent work. We sell it solely because the two presses can not do the increasing work required of them. The press will turn out 10,000 8-page and 20,000 4 pages per hour. Will sell it for \$2,500—less than one-third the cost of a new press. Will make satisfactory terms of payment. Address

THE EVENING WISCONSIN CO.,
Milwaukee, Wis.

A DRUGGIST'S LITTLE PA- PER.



Above is shown in miniature the cover page of a tiny four-page booklet by a Massachusetts druggist. The original is $3\frac{1}{4}$ by $5\frac{1}{2}$ inches. The principal matter in the latest issue to hand reads as follows:

PHYSICIAN VS. PHARMACIST.

The function of the former is to diagnose disease and prescribe remedies necessary to combat the symptoms. The office of the pharmacist is to carry in stock the different medicines and combine them when called for upon prescriptions, and to otherwise serve the people with what medicines they may want. Whether serving the skilled or unskilled, doctor or layman, it is no small part of the pharmacist's duty to protect his patrons against their own mistakes.

THE SECRET OF SUCCESS.

The druggist knows as little about diagnosing diseases as the doctor does of preparing drugs. Hence these two distinct and separate professions. The druggist depending on physicians for prescriptions and the physician depending upon druggists for the proper fulfillment of their orders. Each requiring constant special study, close observation and keen judgment to achieve success.

CHECKING UP.

After the prescription is carefully studied; after all the ingredients have been placed in your bottle or box, then

we check up. We carefully review the quantities we have weighed and measured, and examine all the bottles or boxes from which drugs have been taken to see that no mistake has been made. We do this with all prescriptions and take time to do it thoroughly. You want all your prescriptions filled that way, do you not?

PATENT MEDICINES.

Some people think we know all about patent medicines, but we don't; we don't know as much about them as you do. Still they are a very important part in the business of any druggist.

We buy them and sell them; we don't even see the bottle, which is, of course, wrapped securely so others but purchaser cannot (if they cared to) meddle with the contents. We are often asked if this preparation or that one is reliable; of course, we don't know. If you have read the advertisement you certainly know as much about them as we could learn if we read them. We don't read them. We don't have time. There is only one answer we can give you when you ask us which is the best. The one which sells the best seems at times to be the best medicine. Then if any one customer comes to us for more than one bottle of the same preparation and we happen to know any of the facts concerning the case, we will gladly give you any desired information.

Remember we keep in stock all patent or proprietary medicines, and should you ask us for some article which has not come to our view, we will gladly procure the same for you promptly at the popular city prices.

CHILDREN ARE IMPORTANT CUSTOMERS IN OUR ESTIMATION.

When they are sent to us on a trading errand we always remember that they are not discriminating buyers, and we take special pains to see that they get what both you and they want. Then we always try to be prompt in waiting on them—there is always a little worry about them at home when they are sent upon an errand and stay too long, often through no fault of theirs.

PROSPECT PARK SOUTH

THE LADIES' HOME JOURNAL for April, issued next Monday, will carry the first real estate advertisement ever admitted to its columns. It will be an advertisement of Prospect Park South. The ad. was only accepted after personal investigation by a representative of the publishers and upon his assurance of the merits of the property.

Twenty-seven minutes from Park Row via Kings County L. Flatbush train, will take you to the property.

For photo of houses send to
DEAN ALVORD,
 257 Broadway, New York.

ADVERTISING AN AD. FROM N. Y. TIMES,
MARCH 23.

Twice as Many

Cleveland Homes
are supplied by
regular carrier
each day with a

PLAIN DEALER

as are served with
any other newspa-
per; an indication
of its value for
school advertising

C. J. BILLSON, Manager,
Foreign Advertising Department.
Stock Exchange, Tribune Bldg.,
CHICAGO. NEW YORK.

BIG FIGURES.

SURPRISING ESTIMATES OF THE
YEARLY COST OF AMERICAN AD-
VERTISING.

Sidney A. Sherman contributes to the latest quarterly publication of the American Statistical Association an exhaustive study of advertising in the United States. Fifty years ago, he says, periodical publications carried no advertising. As late as 1880 there were no advertisements in *Harper's Magazine*. Mr. Sherman estimates that the amount of sales influenced by advertising reaches the almost unthinkable sum of \$10,000,000,000, and that on a basis of five per cent the amount spent in a year for advertising in newspapers, etc., is \$500,000,000.

The largest advertiser in the world is said to be a sewing machine company, which spends more money for canvassers' salaries and commissions than for printed matter. Mr. Sherman mentions a soap company that is credited with a yearly expenditure not far from \$1,000,000, and he says that several other concerns in the same line spend from \$300,000 to \$500,000 each annually. Manufacturers of proprietary medicines are the most liberal advertisers in England and the United States.

The tendency in some lines of business, like cameras and baking powder, is to reduce advertising expenses, but the economy takes the form of reducing the number of traveling salesmen rather than of curtailing the amount spent for printed matter. Within certain limits, Mr. Sherman thinks, the trust system reduces advertising. When competition ceases, the need of advertising to get trade from rivals ceases, of course. Yet the necessity for some sort of advertising continues, in order to remind consumers that the goods are still in the market.

Compared with the advertising in Europe, the work of Americans has its strong points and its weak ones. The French excel in designing posters, and it is estimated that in Paris alone 200 artists are employed in this work. Public opinion demands a high standard

of skill in this branch of art, and a badly designed or badly executed poster is soon torn down.

The English use outdoor advertising to an extent not dreamed of in this country. Upon the whole, the English designs afflict the eyes and the feelings of persons of taste. Magazine advertising is not in favor with British merchants, but the daily and weekly newspapers carry an immense volume of business. In presenting their matter to the public, Americans are, in Mr. Sherman's opinion, far in advance of their English brethren. The English advertiser lacks imagination. When he has said "Wear so and so," "Use our pills," or "Eat our oatmeal," his powers of description and persuasion are exhausted.

Nearly two-thirds of the general advertisers of the United States are in the northwestern section. About one-third of all the general advertisers are in New York State, and a little more than one-fourth of them do business in New York City. Add to these advertisers the firms in Boston and Chicago, and you have about half of the general advertisers in the country.—*National Advertiser*.

→→→
THEIR ONE FAULT.

The advertising solicitor is all right, but some of them ought to learn that no one medium will answer for all classes of publicity any more than one medicine will cure all manner of diseases.—*Western Advertiser*.
→→→

**HARPER & BROTHERS
PUBLISH TO-DAY**

JOHN VYTAL

A Tale of the Lost Colony,
By WILLIAM FARQUHAR PAYSON

An American Story

Price, \$1.20 Net

TO THE PURCHASER:

The price of this book under the usual method of sale would be \$1.50, from which the bookseller would make such deduction to you as he might consider proper. Believing that all purchasers should be treated alike, we have made the price \$1.20 net, which means that the bookseller is expected to charge you neither more nor less than that amount.

Harper & Brothers.

Franklin Sq., New York

ADVERTISING THE NEW METHOD.

Educational

INSTITUTIONS

ADVERTISED

in the ...

Pittsburg PRESS

will be read by more people than
in any other Pittsburg newspaper.

Its Special, Society, Fashion, Women's,
Story, Financial, Athletic and general
news features make it the *Home Paper*.

*Carries more classified ads than any
other Pittsburg paper.*

Largest Circulation in Pittsburg

Ask for Special School Rates, Daily and Sunday.

Tribune
Building,
New York.

C. J. BILLSON,
Manager Foreign Advertising Department.

Stock Exchange
Building,
Chicago.

WHIMS OF NEWSPAPERS.

By Cabell Trueman.

The arbitrary rulings of some newspaper managers would be funny if one didn't have to take them seriously. I can better illustrate what I am driving at by quoting the words of a merchant whose advertising I write and place. "Where is the sense," he says, "in a paper refusing to take an ad of twenty-five lines double, saying that if I want a double column ad I must make it at least fifty double? Yet the *Philadelphia Telegraph* does that, while other leading papers in Philadelphia will insert the twenty-five liner.

"Why should a paper refuse to give an advertiser the same place on a page every day—a position no other advertiser has—on the plea that the paper is made up in such a hurry that a preferred position is impossible? Yet the *Philadelphia Bulletin* does that, while the *Telegraph*—also an evening paper—which is made up with the same haste, gives me the same position day after day. Is it sound business policy to be so arbitrary? Is the manager just to the interests of his paper by thus refusing three or four hundred dollars' worth of advertising every month in the year?

"They come into my store," he continued, "and buy my goods, and I give them exactly what they want. If it don't suit 'em, I take it back, or make it suit 'em. If I haven't got what they want in my line, I get it for them. I give all of them, along with the general public, every accommodation I can. And yet when I go to them and want such and such a position, or an ad set in such and such a space, I am met with all sorts of peculiar decisions and red tape, and am practically told I can't get what I want.

"And there's another thing I want to kick about while I'm a-kicking," he went on. "The newspapers nowadays in the big cities don't seem to have the slightest regard for the little advertisers. Their ads are taken and jumbled together in a way that makes each ad lose most of

its strength and value. The paper managers don't seem to realize that a small advertiser is as anxious to have his ad made conspicuous as the big fellows'. They don't seem to realize that unless they give a certain amount of conspicuousness to the little fellow that he will never get enough business by advertising to become a big fellow; that he must, instead, become smaller and smaller, and finally drop out of the race entirely. It would seem to me that a paper would strive to prevent such a thing: that it would help the small advertiser to become a larger advertiser in the hope of getting bigger ads from him, and not push him to the wall, by pushing his ad over against the folding side of the page, where only half the ad is seen when the paper is opened. Why not put the news matter in that column? If the news is of enough importance the reader will find it. And even if the reader kicks, what of it? Who is of the most importance to the paper, so far as the income from each goes, the advertiser or the subscriber? And yet the business managers seem to be constantly puzzling their brains how they can improve the appearance of the paper, which means that the advertising is to be shoved into the corner, and the news matter shown up in the nicest shape.

"The time will come—it will have to come—when a newspaper will be run on straight business principles, as a successful store is conducted, and the business manager who is liberal minded enough to take the initiative will win the plaudits and the patronage of the world of advertisers."

PRIVATE MAILING CARDS.

Size must not exceed $3\frac{1}{4}$ by $5\frac{1}{4}$ inches, nor be less than $2\frac{1}{2}$ by $4\frac{1}{2}$ inches. They must be substantially of the same weight and quality of the government postal card of like size. Not of a color which will interfere with the legibility of the address. Each card must have printed or hand stamped at the top of the address side, "Authorized by Act of Congress May 10, 1898." The return address may appear on the face of the card providing they do not interfere with a clear address. Also leave room for postage stamp and post-marking.—*Mail Order Journal*.

THE ADVERTISING AGENCY.

The following interesting paragraphs are extracts from an address delivered by William C. Sprague, of the Sprague Correspondence School of Law, and editor of the *American Boy*, Detroit, Mich., before the Atlas Club, of Chicago, Ill., March 13, 1901:

The advertiser owes it to the publisher and to the middleman—agency manager—and to the public, that his advertisement be honest, without subterfuge, without ambiguity, without trickery of words, and that the thing sold shall be the thing which the buyer was led to think he was buying.

The agency owes a duty to its clients and the world generally to handle only honest advertising. In law an agent stands in the shoes of his principal, is assumed to represent his principal and to know the business concerning which he represents the principal. When Mr. Fuller, Mr. Lord or Mr. Raymond sends me, as a publisher, a dishonest or tricky advertisement, they may hide behind the shallow excuse of "custom" and the non-responsibility of the advertising agency for the copy put out, but in my mind, and in the mind of every discriminating man, the agency suffers thereby in reputation. There are agencies in this country which could not send out our business were they to do it free—nay, they could not pay us for the privilege of handling it. If we are wise we will give our business to that agency which will lend to us the weight of a good name, the strength of an unsullied reputation; and when the agency we employ sends out a single line of questionable advertising it hurts every one of its clients. In buying agency service we buy more than the simple handling of our copy; otherwise there might be little reason for preferring one agency before another. We buy an interest in the agency's good name when we employ it, and if it fails to make that good to us it doesn't give us a dollar's worth for a dollar. As publishers we have had this experience: We have looked long, and finally with favor, upon a somewhat doubtful advertisement, which, had it come direct from the advertiser, we would have at once refused, our final acceptance of it being based upon a feeling that a reputable agency sent it and it must therefore be all right; for we have a right to judge of a principal by his agent.

Now, at the risk of being laughed out of court, I am going to tell you old time experts and successful artists in your line how I (a man who never drew a breath as an agency manager) would conduct an advertising agency. At least, I am going to tell you some of the things I would do, or try to do. I know this is a pitiable exhibition of nerve, but it is not a whit more pitiable than when some one of you fellows writes me that he can, by coming into our business and looking us over and drawing a few pictures, make us a howl-

ing success. One prominent agency said as much. We put a nickel in the slot and the first thing that appeared was an advertisement headed "Every Man His Own Lawyer"—a sentence which no man outside of a lunatic asylum ought for one minute to think appropriate to the advertisement of an institution which must, in the very nature of things, depend for its good name very largely upon what the legal profession think of it. This sentence if put into public print would in ten days have undone the work of years which had been aimed at making a good impression upon the lawyers of the country, whose advice is more often sought by intending law students than is that of all other classes combined. We next drew from our automatic business animator an advertisement beginning, in large, display type, "Don't Go to College."

Merciful heavens! And the man who wrote the advertisement had before him our printed matter in which, in the strongest terms possible, we advised the would-be law student to go to college, affirming that we would not under any circumstances take a student who was contemplating going to college, and could go. That position, taken by us eleven years ago and consistently adhered to, has won us the good will and support of the law colleges of the country, and this expert in advertising would, at one dash of his fossil pen, have won us the undying enmity of this most potent influence in our favor.

And yet, with such examples of idiotic suggestion before me, I still have the required nerve to tell you some things you as agency men should do to make your business more of a success.

Let me start with the proposition that that agent serves best himself which serves his principal best. This will lead the agent not to do less than he is employed to do, but rather to do more. Every objection that you may raise to the effect that it is not the agent's duty to do so and so I will meet by saying, not his "duty," but his privilege and his pleasure and his everlasting profit.

The ideal agency does not exist. When it does, here are some things that will come with it: There will come a perfect system of checking, notifying and disposing of incorrect and omitted advertisements that shall compel more care on the part of publishers and tend to greater confidence, and hence increased business, between agency and advertiser. When we tell our agent to buy a horse with a long tail, we do not want him to send us a bobtailed animal and ask us what is our pleasure regarding it. It is a horse, of course, but we do not want it to be a horse on us. There may be a score of reasons why we wanted a horse with a tail, and all the agency's protests that it is a good horse do not justify its sending us a tailless animal. And our ideal agency is going to be the first to discover that the horse has no tail, and is going to notify us of the fact before we discover it ourselves, if it can; and as the agency has dealt with the publisher, it is going to see that the publisher—if he was the erring party—makes the proper amends. To be sent something we did not ask for and to be left to find it out ourselves and

then to be asked what we are going to do about it, is contrary to all accepted usages in every other line of business. The agency which watches its clients' interests in this respect, and shows it by prompt, businesslike avowal of errors and making of amends, will make itself so solid with its constituency that nothing can break the relation.

Again: The ideal agency manager will study his clients' interests. "Study" is the word—and it is used advisedly and with malice aforethought. And I do not care how small the client. Few advertisers were big ones at the start. We have spent over a hundred thousand dollars advertising the Sprague Correspondence School of Law. Eleven years ago I put into the *Youth's Companion* the first timid card advertising correspondence instruction that ever appeared in print. Nobody for a long time wanted my business. Now we do not have much trouble placing it, and ten years from now, with the permission of you gentlemen, we will—well, that is too far ahead.

The ideal agency will study its clients' interests. The strongest department of its business will be known as the department of suggestion and criticism. In this department will be enough men—not boys—to do the work of the department, and these men will do no other work than that indicated by the terms "suggestion" and "criticism." Three thousand dollars will employ a pretty intelligent sort of a man. Six thousand dollars will employ two. If the agency has thirty clients, it could give to each of these two men fifteen of these clients, with instructions to do nothing else than visit these clients several times a year, study their condition, their returns, their advertising, their needs, their system, and, above all, the salient points of their business, and spend the remainder of the time, which will be the greater part of it, in working out for these clients better plans for increasing their business. "Hold on," you say, "that's the advertiser's business." So it is, but it is the agency's business, too, for the greater the client's success the greater the agency's. Fifteen clients will allow this three thousand dollar a year man to spend two whole days and nights each month thinking and planning for each client. It will give to each client twenty-four days out of the year of real service. It will cost the agency two hundred dollars a year per client. It will be a poor sort of a business builder who cannot, by devoting to each one of his clients two days out of each month, give enough advice and encouragement to lead him to increase his expenditure, say twenty-five per cent. A certain publication I could name increased its business with our concern five hundred per cent by persistently working out and presenting to us, without being employed to do so, good suggestions—suggestions made by some one who had studied our literature, become thoroughly imbued with our spirit, and had come to know our business, and certainly had come to know his own. It has been a marvel to me that publishers themselves have not adopted more gen-

erally this method of working with advertisers. Certainly, if it is to the interest of the publisher to do so, it is to the interest of the agency.

I am just like every other advertiser. I am kept busy—so busy with the details of my work, taking care of business as it comes, improving the output, etc., that I have only the fag-end of a tired brain left for making new business; and I welcome, as I do the birds of early spring and the first scent of a June rose, a trifle even of suggestion from the agency manager, provided that it bears on its face the study of my needs. Now, if this sort of service pleases me it must please others, for I am an average sort of a man. Arguing from my own experience, I would say that were I an advertising manager I would see to it that my clients got a service in this respect that they could not do without, and the value of which they could only pay for in continued loyalty and larger patronage.

Another thing I would do: I would adopt the plan of sending a weekly or monthly news letter to my clients—my clients only, similar to the stockbrokers' letters in general features. It would be a semi-confidential letter of information, intended to advise the busy, ill-informed advertiser of what is going on, and may be expected to go on, in the matter of new and old publications, changes in rates, bargains offered and to be expected, estimates as to conditions and prospects, and suggestions, all directed to making the advertiser a sensible and an intelligent advertiser. My letter would not be an advertising magazine calling on the advertiser to pay the freight—the Lord forbid! But it will be a dignified, terse statement of the things the advertiser should know, to inspire him with confidence and keep up his advertising ambitions.

Do you know, an advertiser has to be inoculated occasionally with a little advertising virus. He needs to be born again every once in a while. He is prone to forget the ladder by which he climbed. He thinks the impetus he has already got will carry him through to the end. He needs to be retold, over and over, that it is possible for his advertising to die of dry rot and for his old ship to grow barnacles and sink if he does not keep her scraped and her steam up. This periodical letter of advice from the agency, along with prompt service in the matter of correction of errors and, above all, the work of the department of suggestion and criticism, will tend to make the advertiser a continuous, enthusiastic and sensible advertiser, not subject to fits and starts and eccentricities of method that annoy the agency and make its dealings with the client uncertain and unsatisfactory.

CAUSE AND RESULT.

I believe that one of the most common faults of the small or moderate advertiser is in trusting to his own ability to prepare his advertising matter, and thus put the work of an amateur against that of professionals in filling spaces for which he pays just as much as the man whose ad is properly prepared.—*Western Advertiser*.



BUFFALO

DURING THE

Pan-American Exposition

offers an unexcelled opportunity for the wide-awake advertiser to get his announcements before an immense number of people.

With ten thousand flags waving a welcome to all, with fitting display and stately ceremony, the

first great exposition of the twentieth century will be opened at Buffalo, N. Y., on May 1, 1901. The initial events will be of soul-stirring interest, and the rising curtain will reveal a scene of unexampled beauty.

The work of preparing this splendid exposition is moving forward at all points with such speed as to insure the completion of all plans before the opening day.

This exposition promises to be the most successful and the most largely attended ever held in this country. And Buffalo is admirably situated for drawing immense crowds of visitors from all parts of this and other countries.

Experience teaches that the greater the publicity the more fruitful the results. Hence if you have something worth offering the public that the public wants or should have, the proper thing for you to do is to advertise the fact in the street cars of Buffalo before and during this great exposition.

Every visitor to the exposition will ride in the street cars of Buffalo—and there'll be millions of people there—you should take advantage of this great opportunity at once.

All the lines of street cars in Buffalo, Niagara Falls and Tonawanda either run direct or transfer to the exposition grounds.

We control the exclusive advertising privileges in all these lines. If you are interested we will send you a folder—gratis.

GEORGE KISSAM & CO.,

253 Broadway,

New York.

FIFTEEN BRANCHES.

A. A. A.

COMMENTS BY PRESIDENT POST AT
THE MARCH MEETING OF THE AS-
SOCIATION OF AMERICAN ADVER-
TISERS.

It has been charged, and not without reason, that our past methods of conducting examinations have, perforce, made public certain facts not of value or interest to the advertiser, but exceedingly interesting to competitive publishers.

A successful publishing house, like any progressive commercial establishment, has evolved, during its business career, methods and processes for promoting business that are held as trade secrets not intended for inspection by rivals or the public in general.

It is not the intention of this association to delve into the private affairs of any publishing house. From conference and experience we have developed a line of procedure in examinations that does not penetrate the private affairs of the publisher.

Under this method the publisher is requested to permit our auditor to make an examination that will reveal to us the actual circulation of the publication in question, without disclosing private affairs and promotive methods. After our examination the publisher is requested to give us a sworn statement of circulation compiled according to our revised "Definition of Circulation."

Our members purchase from publishers a stated amount of service for an agreed price, and we seek definite knowledge of such service, such data not being considered a part of the private affairs of the publisher who sells space. It has developed that some publishers have failed to furnish the stated amount of service but have, nevertheless, collected the full contract price. To prevent frauds of this class is one of the objects of this association, and in this work we have the support and co-operation of most of the best publishers in the country. Our work is manifestly in the interest of honest publishers, and the hon-

esty of the publisher is shown forth by his desire to assist us in obtaining such information about circulation as the buyer of space, at so much a line, is entitled to.

This information will not be refused by publishers with the right idea of equity in exchange. It is the plain and well established right of every one to carefully examine the article to be purchased and judge for himself of its value. He who declines to permit examination before purchase, clearly and manifestly does so because of known deficiency in the article.

Applying his well known law, the advertiser must either stay out of publications refusing all information, or secure the information by indirect means and buy space at the proper price, based on the circulation as discovered, and not on the claimed circulation.

It has been found necessary to maintain a secret service department for the accumulation of facts surrounding suspected cases and where all information is denied. The methods of this department are obviously not for discussion outside of the board of control.

Facts are brought out that enable us to determine very closely the circulation of any publication, and to guide the members in placing contracts.

Members are naturally prejudiced against publishers refusing information and inclined to drop them.

It is our purpose to supply members with a statement of circulation of such publications based on the best information obtainable, in order that new contracts may be offered such publishers on a proper basis. The great majority of publishers meet us fairly and show their honesty of purpose. But there are enough who are now deceiving our members, and taking a large volume of money they do not earn, to warrant our careful and persistent attention. The combined power of this association is great. Its acts are watched. If its members en masse drop out of a publication, such act will be observed by outsiders and the result can be imagined.

It is the well defined intent of

the management to conduct affairs in a conservative, cautious manner, and only use the power of the association in defense of its members. Honorable publishers should be, and are, our closest business friends. A dishonorable publisher taking money under false pretenses is the enemy of, and earns the condemnation of every reputable publisher and advertiser.

It is plain that once the mask is torn off and such man or concern is shown in a true light, it will be next to impossible to ever again secure as patrons the members of this association.

Publishers are so generally assisting our auditors that we shall be able to furnish reports of examinations of probably tenfold the number supplied last year.

Conference by letter with each member relative to furnishing the publisher with the result of our findings, has shown a practically unanimous opinion in favor thereof, the publisher to reimburse the association for the expense of making such examination. Instances have arisen where the certificate of circulation issued by this association would have commanded large sums of money.

We are not dealing in certificates of character for gain.

It is esteemed an act of justice to the publisher who assists us in establishing his circulation standing that he have a copy of our findings, reimbursing us simply for the cost of procurement.

Heretofore we have refused to furnish publishers with a copy of our auditor's report, but from April 1, 1901, publishers making request will be supplied with a report duly certified, as heretofore indicated.

Postal matters and trade-marks are receiving less attention than circulation at this time, but these items are not forgotten and will have more active attention later in the year and previous to the next session of Congress.

We should have a committee for conference with the Merchants' Association, the Manufacturers' Association, the Newspaper Publishers' Association and other associations, looking toward com-

bined action on postal and other matters of importance.

A meeting of the Association of American Advertisers was held March 25th, which was well attended. Among other business transacted was the adoption of the following motions:

"Upon the approval of the board of control (either in writing or at a regular meeting of the board), a report showing the result of the auditor's examination of the circulation of any publication may be supplied to the publisher of such publication upon payment of the actual cost of making the audit."

"That the publishers whose publications have already been audited by the association may be furnished with a report showing the result of such audit, upon payment of the cost of same, if such action is approved by the board of control, either in writing or at a regular meeting of the board."

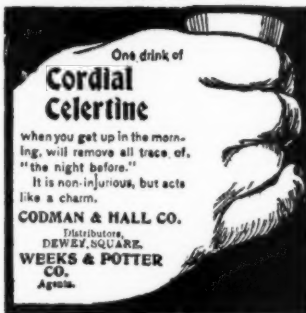
An amendment to the articles of association, providing for an initiation fee of \$100 after July 1, 1901, in addition to the annual dues, was adopted; also an amendment providing that the annual meeting shall be held in the month of January instead of November.

The report of the treasurer showed the association to be in a satisfactory condition.

The following named concerns have recently acquired membership in the association: L. C. Bliss & Co., Boston; Purina Mills, St. Louis; Moxie Nerve Food Co., Boston; World's Dispensary Medical Association, Buffalo; Green Mountain Distillery Co., Kansas City; American Cereal Co., Chicago.

"CALL FOR NUMBER."

A customer often comes in the store and asks for a certain style of shoe displayed in the window. In order to explain which style it is, it is usually necessary to go outside and have her point it out. An easy way to overcome this trouble is to have on the price cards, which you use on the shoes displayed, the words "call for number" printed in one corner and put the stock number on. Then a customer will come in and ask to see shoe number so and so.—*Dry Goods Reporter.*



One drink of
**Cordial
Celertine**

When you get up in the morning, will remove all trace of "the night before."

It is non-injurious, but acts like a charm.

CODMAN & HALL CO.
Distributors,
DEWEY SQUARE,
**WEEKS & POTTER
CO.,**
Agents.

HAND-SOME.

IN A UNIVERSITY TOWN.

By Virgil V. McNitt.

Ann Arbor, Michigan, is the seat of the University of that State; an educational institution with an enrollment of 3,500 students. This number is exceeded by but one or two other colleges in the land, and in point of merit the University of Michigan ranks with the best of them. These students spend annually a sum barely less than a million dollars, and as a matter of course the business men of the place find it highly profitable to advertise for a share.

The city has a population of about 15,000, and as would be expected of a university town, the people are cultured and prosperous. All the English newspapers of the place are owned by a trust, which was founded about a year ago by the consolidation of three companies and the buying out of another. The papers are the *Washtenaw Morning Times*, the *Ann Arbor Evening Argus*, the weekly *Argus-Democrat* and the weekly *Courier-Register*. The papers are all issued from one office, and as a natural consequence there is considerable similarity between them. The dailies are seven-column folios and the weeklies are six-column quartos, all-home print. They are all newsy and interesting, but mechanically inferior.

Besides the papers owned by the trust there are two German weeklies, and a small, four page weekly called the *Reporter*, published by S. A. Moran, proprietor of the Ann Arbor School of Shorthand.

The leading merchants of the place spend considerable sums for advertising, but they are not exacting as to the appearance of their ads, nor are they careful to keep the subject-matter fresh and interesting. The duties of the ad-setters are not arduous, as changes are few; and when made read more like announcements than business-bringing advertisements. Only one or two of the dry goods houses of all the business places in the city make it a rule to quote prices.

Several publications are issued by University students, all of which receive a good advertising

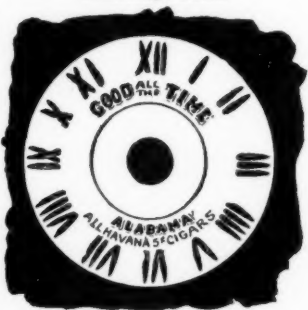
patronage. The *Inlander* is a monthly literary magazine of high class and neat appearance, and circulates among the students and alumni. The *University of Michigan Daily* is a four-column folio published every day through the college year, Sundays and holidays excepted. It has a circulation of about 500. The *Wrinkle* is a humorous journal issued once in three weeks. The *Bulletin* is a four-page weekly issued by the Students' Christian Association. Then there are the usual college annuals which ask for advertising patronage; and various religious societies get out handbooks of the University at the first of the college year which call for more appropriations.

There are endless ways in which money may be spent for advertising, but it is extremely doubtful if all the money used is placed to advantage. The merchants of the place could undoubtedly find it profitable to cut off the unpaying mediums and increase their space in the paying ones. They try to spread their appropriations over too great an area to accomplish really satisfactory results.

A BIG HIT, TOO.

Scribbler—That poem of mine in the Brass Bugle is making a hit.

Busiman (mopping his brow)—So is that ad of mine in *PRINTERS' INK*.



A CIGAR ad at Nassau and Fulton streets. The dial is of pasteboard, about thirty inches in diameter. The numerals are cigars of regular size. The whole is attached to a wall at the side of the window.

THE CHICAGO TRIBUNE

LEADS ALL CHICAGO MORNING NEWSPAPERS

in the number of Agate
Lines of Paid Advertising.

Record for twelve months, ending December 31, 1900. Compiled from measurements made by the *Chicago Daily News*:

	Daily and Sunday 1900.	Gain Over 1899.	Loss.	Daily Only 1900.	Gain Over 1899.	Loss.
Tribune - -	6,308,150	563,329		2,859,451	413,589	
Record - - -				2,556,522		269,925
Times-Herald	3,341,088		250,289	2,121,037	13,926	
Inter Ocean -	3,260,273	171,694		1,639,354		42,157
Chronicle - -	2,553,118	14,908		1,354,563	24,199	

The Sunday Tribune Leads the World.

Record of advertising for the year ending December 31, 1900:

CHICAGO TRIBUNE,	3,448,699	Agate Lines.
NEW YORK HERALD.	3,301,427	"
NEW YORK WORLD.	3,056,607	"
NEW YORK JOURNAL,	2,412,045	"

Compiled from measurements made by a New York and a Chicago Evening Newspaper.

The circulation of the SUNDAY TRIBUNE has increased **60,000** since last June.

The TRIBUNE (Daily and Sunday) prints more School and Resort advertising than any Western newspaper.

"SPOTLESS TOWN."

It is interesting to watch the work of many of the old and successful advertisers to see the extent of simplicity attained. That this simplicity is effective is proved by the persistence in its use by the most experienced.

Just how far simplicity of expression may be carried without degenerating into silliness is a problem. When it becomes silliness it is of no use in trade getting. When the effusions of the advertiser strike the reader as silly it is at the expense of respect.

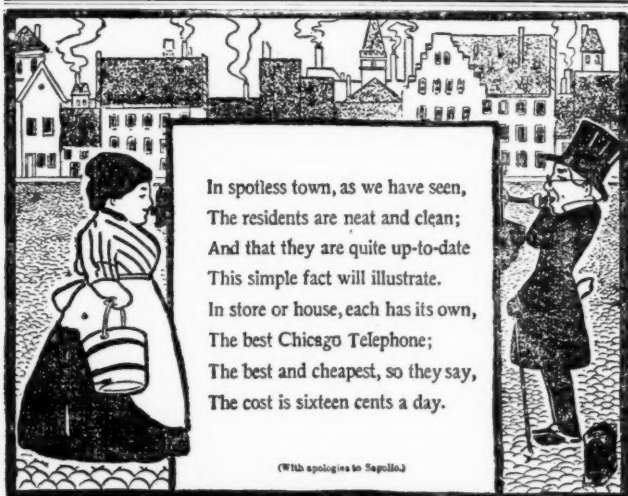
That simplicity of expression is effective is shown by watching the work of the soap and other cleaning compound advertisers, both in illustration and text. Many of these are attaining a degree of simplicity which would be dangerously near the ridiculous for the general dealer. For instance, take the illustrations of Spotless Town with their punning jingles for Sapolio. These are several removes toward silliness as compared with the astronomical nonsense of last year, showing that success for Sapolio lies in this direction.

I would not be understood as

asserting that this sort of work is for the purpose of reaching a low grade of intelligence. I apprehend that the reasons for its use, if analyzed, would be found very complex. For instance, the genus homo is a lazy animal. Offer him something that requires mental effort and he instinctively passes it by. He likes to be idly amused and the silly puns and jingles of the soap people serve to gain an attention, and make an impression on the mind, that would be missed by something heavier.

The lesson to be learned is that lumbering phrases and long statements are worse than useless. Not that such modes of expression are too high for the intelligence of the people so much as that there is given no inducement for the mental effort required. The logical way is not to require more than is necessary; let the matter be expressed in the simplest manner possible. Then as an inducement to read let there be something of interest, a description of what the customer is likely to want or an attractive price, or both.—*Michigan Tradesman*.

"BUSINESS secrets" are best kept by the merchants who don't advertise.



"SPOTLESS TOWN" PICTURE UTILIZED IN CHICAGO.

Everybody
IN
Kansas City
READS THE
KANSAS CITY STAR

Your money back if the
STAR cannot prove paid
circulation as follows:

Daily and Sunday over **90,000**

Weekly over - - - **155,000**

SUCCESS IN LITTLE THINGS.

"If I had to begin life over again," the late George M. Pullman is credited with saying, a year or so before his death, "I would not strive to invent a big thing like a Pullman car. I would invent a small, necessary contrivance of some sort that would sell for about ten cents and be in the reach of the common people."

That is to say, Pullman, after a lifetime of remarkably successful business life, came to realize a truth that applies with a particular force to many avenues of business, but to none more than the mail order business.

It is the small, necessary ten-cent articles that have made so many fortunes. The examples are to be found in all sections of the country, and yet the lesson taught does not seem to be widely learned, judging by the rank and file of mail order advertising. The articles are small and ten-centers, but that's as far as the most of the goods can be made to come under Pullman's strictures. The most important feature of all is lacking—necessity. Odds and ends and riff-raff galore, but how much of all this stuff we see exploited is other than rubbish? Mere rubbish. People want a good ten-cent fountain pen. Who makes it? The office man, above all the newspaper man and editor, wants a device for speedily systematizing his letters and papers. Who makes a ten-cent device? The traveling man wants a ten-cent door fastener. Who makes it? The carriage driver wants a carriage wrench that will not soil his hands nor slip off the tap. Who makes it at ten cents?

The man who goes into the mail order business with respect for the business sufficient to lead him to strive to secure goods that meet a want, not a fad, has the basis of the business. Then, if he have honesty enough and sense enough to deal in strict business integrity with large numbers of ten-cent people, he is pretty sure to make a rousing success.

The bane of the mail order busi-

ness has been the "skins" who take it as their axiom that the mail order purchaser is a "sucker," and to be dealt with as such.

Look at the people who have gathered up success by merely picking upon simple, practical goods for the mail order business. There's a Boston young lady of not over twenty-two who now conducts a monthly home publication, and who got her funds from advertising sachet powder. Simple as A B C. Yet, people in small towns wanted sachet bags. She had wit enough to see the opportunity and cater to it.

Down in Connecticut is a man who has built up a fortune, and owns several buildings, all devoted to putting up cake perfume and distributing the cakes around the country at ten cents per packet.

Fortunes rewarded the persons who patented the trivial, but, as every horseman knows, indispensable metal cover for harness buckles, so that the horse's tail would not catch in the tongue of the buckle. The fellow who contrived a soap holder for women to use in washing dishes affords another illustration. The chap who put up soft solder, such as an agent could sell for a few cents to housewives, is another example.

The moral is: Look rightaround you and think of what folks are most in need of. When you find out, reason that it is probable other folks than those in your particular neighborhood are probably wanting the same article or articles. From that develop your mail order business.—*Fame*.

WAS IT WOEFUL WASTE?

An example of the woeful waste of good money was furnished by a real estate promoter who recently posted New York with twelve sheet stands, bearing the picture of a house and a reproduction of a hand-written letter. These signs were placed on low house-tops along the lines of the elevated railroads and on bulletin boards in various parts of the city. Those along the lines of the railroads were utterly useless. It was impossible to read more than two or three words while the train was passing. The reproduction of writing made the sign much harder to read than plain type would have been, and anybody who read it must stop stock still and spend five minutes at it.—*New England Grocer*.

Advertisers prove circulation.

ADVERTISERS **WANT** **RESULTS!!**

They Get Them in the **Minneapolis** **Journal**

*Comparative Record of Advertising Carried by
Minneapolis and St. Paul Daily Papers in
1899 and 1900.*

TOTAL COLUMNS ADVERTISING CARRIED:

	Minneapolis Journal.	Minneapolis Times.	Minneapolis Tribune.
1899.....	10,955	10,448	10,367
1900.....	12,222	12,282	10,902

	St. Paul Dispatch.	St. Paul Pioneer Press.	St. Paul Globe.
1899.....	10,996	8,608	7,667
1900.....	12,076	9,430	8,089

WHY DOES THE JOURNAL carry more advertising than any other paper in its territory? Because the Northwest is evening paper territory. Almost all the JOURNAL'S circulation is its 5 o'clock edition, which is delivered in the homes. Its circulation is not made up of morning, noon and night editions and street sales. That is why the advertiser gets returns.

FOREIGN ADVERTISING DEPARTMENT,
C. J. BILLSON, Manager.

New York Office, - - 86, 87, 88 Tribune Building.
Chicago Office, - - 308 Stock Exchange Building.

ON SCHOOL ADVERTISING.

By Chas. J. Zingg.

Some points to be made in school advertising are individual training, instead of mechanical adherence to a fixed number in a class, or a fixed course of study, the careful observation of each pupil, and the preparation for a course which will bring about desired results with the least possible effort, simplicity of method, constant training in general information and contemporary history, weekly talks and practical application in the classrooms.

Emphasize the amount of knowledge boys and girls should have at a certain age and preparatory to a college or university course. Lay stress upon the fact that your system is to teach not merely from text-books, but essentially in practical studies, whose principles may be definitely applied to everyday life. This means, of course, different methods for different minds. Impress upon parents that the classes of your school are taught that individual work and training produce the best developed mind and character.

The problem of education is a great one, and thousands of parents are searching annually for the right place where their sons and daughters might receive the proper schooling. Publicity in some form would probably connect parent and school the quickest.

A comparatively new and most useful school is the business college. Some of them do excellent advertising, and the writer would suggest that a department of advertising should be added in the regular course of instruction. **PRINTERS' INK**, the Little Schoolmaster in the Art of Advertising, would be an admirable text-book in the hand of every student. A certain hour every week might be set apart for discussion of a certain article or articles, contained therein and instruction be given by informal talks on the subject.

Whether advertising in newspapers, magazines or catalogues, or all of them be used, naturally depends much on the character and scope of the school itself. Colleges and universities get most of their publicity free of charge by reason of their prominence and their collegiate games, which in some universities have become almost a national feature every year. While the advertising of a school must be individually considered in every

case, it would be safe to lay down as a basic rule that all school advertising should be of the highest excellence in language, illustrations and typography. For schools for young ladies, the best home publications would probably be the best mediums, notwithstanding the high rates they usually charge.

Schools which make a specialty of receiving boys and girls from the Spanish speaking countries of the West Indies and South and Central America, should have catalogues, booklets or circulars printed in that language and mail them to a selected list of parents in the largest cities of these countries. The once famous Abbott family school at Farmington, Me., known as the Little Blue School, derived some of its world-wide patronage from such a system.

AN ADVERTISING GENIUS.

The late John Russell as an advance agent was noted for his novel advertising schemes. When Hoyt's "A Tin Soldier" was to make its first appearance in New York, Russell was intrusted with the task of bringing it properly before the public. It was in the spring of the year and at the opening of the baseball season. On the opening day at New York while 20,000 people were waiting at the Polo grounds for the game to begin, several men carrying buckets and brushes passed through the crowd to the center field fence. The people, tired of waiting and eager for anything to break the monotony, watched them. The men reached the center field and put down their buckets. Then they unrolled some paper and in another moment a big letter A was placarded on the fence. Other letters followed till "A Tin Soldier" was spelled out on the fence and the crowd went wild with delight.—*Ad-Writer*.

THE ELEVATOR BOYS' GUARANTEE.

The elevator boys' certificate is the latest wrinkle in circulation evidence. In Lafayette, Ind., the *Evening Courier* has made a canvass of apartment houses with a view to learning how many tenants read the *Courier*, and how many prefer other local papers.

A detailed statement of the result is published and backed up by a certificate from the conductor of the elevator.—*National Advertiser*.

SCHOOLS AND SUMMER RESORTS.

THE INDIANAPOLIS PRESS is the most valuable advertising medium in Indiana for Schools and Summer Resorts. A special discount of 25 per cent is made for this class of advertising. Rates and other information promptly furnished upon application. Reaches the best class. Circulation cannot be duplicated by other newspapers.

THE INDIANAPOLIS PRESS,
HOLLIDAY & RICHARDS, Publishers.

PERRY LUKENS, JR., Eastern Representative, 29 Tribune Building, N. Y. City.

NOTES.

THE April *Century* contains "Trade Unions in Japan," by Mary Gay Humphreys.

LIBERTY Pure Food Company, Whitney Building, Boston, Mass., is offering prizes aggregating \$300 for ads of "Oatnuts."

THE April *Chautauquan* (Cleveland, O.) contains "Half-Forgotten Magazines," by George Newell Lovejoy.

AN anonymous sketch under the title, "Personal Reminiscences of Horace Greeley," appears in the April *Bookman*.

"HANDLING the Mails of a Great City," a graphic description of the work in the great metropolis, by Chas. R. Price, appears in the *Home Magazine* (New York) for April.

RUSSELL SAGE, Hetty Green and Charles R. Flint are each subjects of articles in April *Frank Leslie's Monthly*. "Sending Pictures by Mail" is described in the same issue.

H. J. HEINZ Co., of Pittsburg, advertises \$250 in prizes for the best verses advertising any of its fifty-seven varieties of pickles, sauces, etc. The firm should be addressed for particulars.

A. L. SUESMAN, who was for many years the Western manager of the United Press, has joined forces with Sam W. Hoke, the long distance billposter. Suesman is a hustler "from away back" and Hoke has a similar reputation. They make a strong pair to draw to.—*Journalist*.

THE Kernfield Oil Co., P. O. Box 1158, Boston, is advertising in the later programmes to give a \$75 diamond ring free to the person sending to them the largest list of words that can be made from the letters "Kernfield." Each contestant must send one dollar for one share of the capital stock of the company.

W. B. STARR and staff of reportorial writers, with offices at 234 West Fourteenth street, New York City, furnish country newspapers with syndicate letters on current news, and short articles on economics by well known men. Amongst others ex-Senator Slater and Bird S. Coler will probably contribute. It is said the terms of subscription are very moderate.

FOR a window display there is nothing so universally attractive as a process of manufacture in minimus. William Campbell & Co., 124 Fifth avenue, New York, have an exhibit of printing roller making in their window to call attention to a display of wall paper. The man in the street is more than likely to take interest in the nailing up of an ordinary shipment of goods if he sees it through plate glass.

"HIGGINS' Carbon Writing Inks," a pamphlet issued by Chas. M. Higgins & Co., 271 Ninth street, Brooklyn, N. Y., makes an argument for "true black everlasting writing inks." It demonstrates the difference between ordinary chemical and carbon writing inks, emphasizing the superiority of the latter,

especially for the use of banks, railroads, corporations, etc., where true black and everlasting unchangeable written records are desired.

THE "Korreet Shape" shoe, made by Packard & Field, Brockton, Mass., is advertised by a handsomely appointed booklet issued by that firm. The publishers assert that B. & P. Korreet Shape shoes have an experience of fifty years in shoemaking behind them, a distinct and appropriate style, are made from positively the best leather and cost \$4, no more, no less. The booklet illustrates about twenty-two different styles. The cover is in green, black and gold.

THE Idea Printing and Publishing Company, 61 Essex street, Boston, has gotten up what it calls an "Idea About Public Buildings in Boston." It consists of a handsomely printed and framed list of all the public and office buildings in Boston, which is given free to those who have need of it, or hung up in the elevators of buildings having such conveniences. Three or four "emergency" telephone numbers are printed on it, including that of the "Idea Press" for emergency or other printing work.

THE Sanders Engraving Company, Holland Building, St. Louis, Mo., has issued a handsome catalogue of engravings for fine book and catalogue illustrating. It gives samples of highly creditable specimens in halftones. The publishers pertinently say: "The cost of your catalogue or book, set in type only, will be less than where you use illustrations, but what will the results be?" They also make plain that in group engravings, the price is based on the size of the cut, and not upon the number of pictures used.

THE *Mail Order Journal* says: Montgomery Ward & Co. have many out-of-town visitors to their great mail order establishment at the corner of Michigan avenue and Madison street, Chicago. Many of these people carry away with them the large catalogue of this firm, and for their convenience the firm has provided a cardboard case with a strap attached, which serves as a handle in carrying. It is an exceedingly popular device, owing to the fact that the large, flexible catalogues of a big mail order house are apt to become unmanageable.

THE Watertown Thermometer Company, 85 Chambers street, New York City, advertises its clinical thermometers in a very prettily appointed booklet. The contents treat in a practical way with the process of glass blowing in general and its application in making fine grade thermometers in particular. The booklet gives a clear description of the intricate care which is involved in manufacture of the article. Halftones help to brighten the pages; the cover is adorned with the picture of a nurse recording the temperature from a thermometer.

THE passenger department of the Great Northern Railway, St. Paul, Minn., W. L. Agnew, advertising manager, has issued No. 4 of the Great

Northern Pocket Books. Its title is "Eastward Ho!" and published with the object of placing before California tourists which are "homeward bound" the advantages and beauties of the Northern Route via San Francisco, Portland or Seattle, Spokane, St. Paul and Minneapolis and the Great Lakes to Chicago, Buffalo and New York. It is a handsome book, perfectly appointed and finely illustrated.

THE back page of *Tit Bits* (London) March 16, has eight little sketches on it of courtship and marriage, with a corresponding number of verses, entitled, "How to be happy though married," of which the following are specimens:

What was it when I courted Rose
Down where the hawthorn blossom grows

That gave me courage to propose?

Fry's Cocoa.

What was it in the midnight dark,

When baby woke up for a lark,

Would stop his frightful little bark?

Fry's Cocoa.

J. H. BARKER & Co., 87-93 Bedford avenue, Brooklyn, N. Y., manufacturers of soda fountain chocolate, do some commendable advertising for their product. The specimens submitted consist of briefly worded and well printed and illustrated folders which are mailed to the retail trade. They tell why the Barker products are superior to others and the reasons presented appear to be good ones. Another form of advertising of the firm consists in the reprint of page ads from the monthly issues of the *Druggists' Circular and Chemical Gazette*. These pages are mailed together with the folders and marked as reprints from the trade paper.

Progress, Athol, Mass., has an advertising department which it heads "Alphabet of Business News." Under the different letters of the alphabet are newsy paragraphs announcing bargains and interesting items from the different business firms of the town. Many of the notes are breezy, while some are written in a humorous vein, but as *Progress* says at the head of this department, if there are any jokes in this department, they are but the introduction to serious business. It adds, by way of parenthesis, that any family which reads and acts regularly upon the suggestions contained in this column will save more than the subscription price of *Progress* every month.

"THE Humphrey Green Bone and Vegetable Cutter" is a catalogue describing that machine manufactured by Humphrey & Sons, Joliet, Ill. The book is six by nine inches in size, solidly bound, with an artistic embossed cover in three colors. It is a handsome and interesting piece of advertising, carefully and entertainingly describing the utility of the green bone as a standard feed for poultry, and how the cutter works, and what advantages it has above similar machines. The book gives an intelligent history of the pecuniary rewards of poultry raising; tables showing how to keep a proper ledger account

for debit and credit of the business, make it valuable to interested parties.

SACRAMENTO, March 12.—A senate bill of considerable importance to Alameda County was passed yesterday afternoon by the Assembly. It was that introduced by Senator Smith of Los Angeles, empowering boards of supervisors of any county in the State to levy a special tax for the purpose of displaying the products and industries of any county at domestic or foreign expositions for the purpose of encouraging immigration and increasing trade in the products of the State. The total tax levied for such purposes shall not exceed more than two cents on each \$100 of the taxable property in any one year. This fund is not to exceed \$10,000 in the aggregate for any one year, so that some sort of a limit is imposed upon those boards of supervisors which might be inclined to spend too much money.—*Oakland (Cal.) Times*.

THE *Advertisers' Review*, London, England, in its issue of February 4, gave details concerning the advertising which the city of Bath will do during the coming year. As an intimation of the way that municipal advertising is done across the water we append a part of the article referred to:

"The total expenditure for the year will be three thousand dollars, divided about as follows: Seven hundred dollars for illustrated medical guide, concerning the baths, which will be circulated among the medical men throughout the country, and will illustrate the principal treatments and advantages of the baths; advertising in medical publications, \$250; in illustrated society papers, \$1,000; in tourists' guides, etc., \$200; for railway handbook showing traveling facilities, etc., \$100; for guide boards, etc., \$100; for weather reports, \$350; for sending out daily weather observations in connection with the weather bureau, \$100; illustrations, etc., \$50."

LONDON SPECIMENS.

Bovril for sickness, Bovril for health,
Bovril in poverty, Bovril in wealth;
Bovril when hungry, Bovril when "dry,"
Bovril to stick to, Bovril to buy,
'Tis meat and 'tis drink, it is nourishing food;
There's nothing like Bovril to make one feel good.

II.
When a lad,
I was clad,
By my dad,
At Cooper's.
Now I'm a dad,
I take my lad,
To be clad,
At Cooper's.

III.
They've come to stay, and hence are fixtures,
Carrera's famous smoking mixtures.
Cupid, little artful rogue,
Brought Hinde's curlers into vogue.

THE man who has an excuse or a reason for being in business ought to tell the people what that reason is. If it is a good one, the business will be benefited by the statement, if it is reasonable enough to win the confidence of those who read.—*Advertising World*.

The American Newspaper Directory for 1901

March Issue
Is Now Ready

To start an advertising campaign and to make up the right list of papers in which an appropriation would prove the safest investment, a newspaper directory is an indispensable requirement. Among existing directories the American Newspaper Directory is the *best* and *most complete* ever published in the world—that's a mere fact and the result of almost thirty-three years of faithful endeavor to serve the interests of advertisers. Advertisers, advertising agents, editors, politicians and the departments of the Government rely upon its statements as the recognized authority. The first volume for 1901—March issue; complete unit—contains totally revised circulation ratings of all newspapers and trade publications published in the United States and Territories and the Dominion of Canada—a grand total of 21,844 publications. Price \$5—carriage paid.

We have used your Newspaper Directory ever since it was first published, and find it the most complete and reliable guide that the advertiser can make use of.—*R. V. Pierce, President World's Dispensary Medical Association, Buffalo, N. Y.*

ADDRESS

**GEO. P. ROWELL & CO., Publishers,
10 Spruce Street, New York.**

A CURIO.

LOUISVILLE, Ky., Mar. 18, 1901.
 Editor of PRINTERS' INK:
 I inclose an ad which appeared to-



Expert Watch Repairing

Don't have a blacksmith repair your watch, but take it to expert repairer Len Huber, 712 W. Market st.

day. I believe it is worthy of a place in your collection of curios.
 Yours truly, HENRY WILSON.

A HARD JOB.

FROST, Minn., Mar. 29, 1901.
 Editor of PRINTERS' INK:
 Of all the press clipping bureaus that I can find, none can furnish me a complete list of the local country weekly newspapers in this State of the notices of business changes that appear in them. They pretend to do so, but fall far short of it. There is one way that I can get such a list, and that is to subscribe for the papers. Can you, or do you know of any firm or any way to get a complete list of the business changes from the local country weeklies in this State, a day or two after they are published, and at what price can such service be secured?
 Yours truly, DANIEL GAGEN.

BUSINESS.

A short time ago the manager of one of the big stores in this city found that a rival establishment had just received a large consignment of a very fine quality of lace. Needless to say that lace was also very expensive.

He immediately sent one of his subordinates over to the rival store with instructions to buy half a yard of the aforesaid lace. This he hung up in a conspicuous position with a very legible price mark attached, and the price marked was very reasonable. Then he gave some instructions to the girls behind the counter, and retired to await developments.

Two shoppers soon happened along that way and the piece of lace caught their attention.

"Isn't that just too beautiful!" exclaimed one of them.

But instead of answering her directly

her companion grasped her by the arm and whispered excitedly: "Look at the price."

In answer to their eager questions the shop girl answered nonchalantly: "That there lace? I don't think we've got any more. Wait a minute."

The two women waited while the girl consulted long and seriously with one of her fellows. The consultation was about a dance which was to take place that evening, but the would-be customers never knew the difference. When it was over the girl returned and informed them:

"Sorry, but we're all out o' that lace. Guess you can get some over in Blank's, though," mentioning the rival establishment. The two women hurried away, fearing that the supply in the other store might also be exhausted before their arrival. It wasn't, but they did not buy any lace, and furthermore they advised all their friends to shop at Dash's because the prices there are so reasonable. "But," they added, "you've got to get there early or the nicest things will all be sold out."—N. Y. Sun.

SHOPPING by mail is no longer an experiment, but beyond argument is an acknowledged success.—H. B. Phillips.

Store News.

We don't advertise our goods at cost because we need a profit to pay expenses both at home and at the store.

If we should sell everything at cost, people would think they were too cheap to be good. We try to do a straightforward, old fashioned business—everybody treated alike here. Everybody pays the same price, rich or poor.

If an article is not the best quality we make a low price and tell the would be customer why it's sold cheap. We don't sell some things that you know all about, cheap and charge you two prices for things that you don't know the value of. Everything goes cheap for cash here—Early Row seed potatoes 60c.

You never bought such good coffee for so little money.

All day long it's my joy and my sons to sell the very best goods cheap for cash.

Brunson Of Course.

Phone 144.

A KENTON (O.) GROCER'S TALK.

WHAT STAYING MEANS.

There are no paved streets, no royal road leading to success. Hills, valleys, rocks and ruts are on every side, and then there are the long, level stretches which try a man's soul more than the rocks and the hills.

Many a daring and successful mountain climber "peters out" in crossing the plain. It is too slow for him, too monotonous, too tiresome; all he sees is the seemingly interminable dead level, the dry sand, the glare of the sun, and so, growing weary, he drops by the wayside and the more persistent ones push on to the green fields and cooling waters which lie just beyond the desert.

Have you ever stopped long enough in your consideration of this subject to realize that every year some men rear colossal fortunes out of this lack of stability on the part of other men? All the great life insurance companies, with their palatial marble buildings, are monuments to a lack of staying quality in humans.

Insurance companies derive one of their greatest sources of revenue from "lapses." So sure is this income that many investment companies are to-day doing an enormous business, and are able to pay immense profits to those who stay through to the end, just because their number is so small when the goal is reached, and the number who fell by the wayside is so great. The stayer is the winner every time.

Staying qualities are needed with reference to advertising the same as with anything else. Unless a man has faith enough in what he has to sell, and in the medium he uses for the purpose of securing buyers, to stay with the proposition until success comes, he better never make a start.—*Newark (N. J.) Sunday Call.*

TWO DIFFERENT FEELINGS.

The average advertiser likes to see his name in type in a large number of publications; he likes to feel that he is advertising largely, and he can't seem to feel that way if he is advertising in only one or two papers. He forgets circulation figures.—*Confectioners' and Bakers' Gazette.*

WHY

Business Colleges and Students

Should Subscribe for Printers' Ink.

Nine students out of every ten will be employed with concerns that have more or less direct relation to publicity in some form—in fact some depend wholly on it. The vital question of advertising and kindred trades, printing, engraving, electrotyping, the writing of advertisements, will prove of the greatest practical value in business.

PRINTERS' INK, called the Little Schoolmaster in the Art of Advertising, deals in its weekly issues with publicity and advertising problems and achievements from the standpoint of practical utility. PRINTERS' INK is the recognized authority on all advertising questions and it's more eagerly and more completely read by the brightest business men of the age than any other periodical published. PRINTERS' INK would be the best text-book in any business college and furnish the brightest thoughts for discussion with students.

\$5 per year for 52 weekly copies.
Sample copies 10 cents.

Address

Geo. P. Rowell & Co., Pubs.,
10 Spruce Street, NEW YORK.

HOW "REPUTATION" ADVERTISES.

One of the Little Schoolmaster's correspondents insists that "reputation" often is the best kind of advertising; and to buttress his view, makes the following interesting statements:

The best known hotel in the United States to-day, and certainly one of the most celebrated in the whole world, is the Waldorf-Astoria, of New York. But it has not made its reputation by paid advertising in any form. And the reason why it does not is the simple one that there is no necessity. From the time that it was built, some years ago, up to the present, its fame has continued to travel without any effort on the part of the management.

Possibly the magic name of "Astor" had something to do with the spreading of the Waldorf's fame. At the time it was erected the newspapers of this and other cities in the country printed long descriptions of the great and gorgeous hostelry that was going up on Fifth avenue, country papers copied these accounts, foreign papers also, illustrations of its exterior and interiors accompanied the articles, and thus the big hotel became celebrated. This was advertising, of course, but it was not paid for.

Its remarkable size and the ornate lavishness of its appointments became the talk in the chief cities of many nations. Foreign visitors of the highest rank made it their home when in New York; Americans from north, south, east and west went to reside there during their stay in the metropolis. It became one of the sights of the city. Although its prices are high, that very fact seems to attract the wealthy on account of the exclusiveness that high rates are supposed to guarantee. But there are a good many people of wealth always in and around New York, and the consequence is that business at the Waldorf is always brisk.

Its "reputation" has made it perhaps the most popular hotel in the world, but the reputation could never have been gained had not unlimited wealth been behind the venture from the start. Its location, its name, its magnificence, its high rates, its exclusiveness—all these were and are its methods of advertising. Nor could its success be duplicated anywhere in the world without the expenditure of ten times more money than would be required to advertise such a hotel in the ordinary way, by newspaper, magazine, poster, etc.

EVEN TO HIS OWN STAFF.

The number of copies of a newspaper to be printed is not known to every member of the staff, and I have known a publisher exaggerate from 50,000 to 100,000 more copies than he actually printed even to members of the editorial staff, who received the statement with evident delight, firmly believed it, and repeated the statement to their friends in absolute good faith.—*Review of the Week (England)*.

ILLUSTRATING A FASHION MAGAZINE.

One of PRINTERS' INK's contributors sends the following interesting account of what he saw:

At No. 7 West 13th street, on the top floor, all the drawings and engravings are made for the *Standard* and *Delineator* magazines. The art department occupies the whole floor and is lighted up by large skylights. Tables, drawing boards, cameras, forms, garments, sketches, screens, etc., give the place an air of industry and study. One day last week I had the pleasure of an interview with Mr. Frank Costello, the superintendent. Surprise was expressed at the magnitude of the plant. "Yes," said Mr. Costello, "we are somewhat of an institution. Few people are aware of the amount of knowledge and skill required to get up the so-called fashion illustration. Now, here is a wash drawing about 19 by 13½ inches, or double size as to what it will appear in the magazine. Of course, these drawings are very elaborate and necessarily lose a great deal of their value in reduction. They do not show the finish and snap of the original. This one will be engraved by the halftone method. A great deal of our work is cut on wood, and some produced by pen and ink. Inside of this room are our engravers—about nineteen, three at each window. We keep four good men retouching halftone plates alone.

"We have about twenty artists. Some draw on wood, others work with pen or brush, while in this room we have our color men, who design the covers and colored pages. We allow every one to work in his own way; that is, he may use the camera or make a sketch of the model. There are many things to learn. Here is one of our garments that we use draped on the living model or on a form, just as the artist desires. We let each man finish the figure complete, as each one has a different conception of the face and it prevents the illustrations from looking like sisters. We employ a number of well formed young ladies to pose as draped models; in fact, that is necessary. All these gowns for the artists' models are made here in this room. Looks quite domestic, does it not? We have in here from ten to eleven dressmakers. These young ladies earn from twelve to thirty-five dollars per week."

IN MEDICAL ADS.

The great trouble with most ads written by physicians is that they are ultra-scientific, and, while technically correct, are not expressed in language readily comprehended by or appealing to the common people, on whom medical advertisers must depend for the bulk of their patronage. It is our candid opinion that medical printed matter should be prepared by one specially trained and experienced in both medicine and advertising, or where this is not possible, a practical advertising expert can secure the same results if assisted by a physician.—*Mail Order Journal*.

MR. LORD'S OPINION.

In Mr. Daniel Lord's recent speech before the Manufacturers' Association of Kansas City (Mo.) he eulogized the morning papers as advertising vehicles, as follows:

The big newspapers and advertising mediums of the country are, with a few exceptions, the morning newspapers. They are the papers with the greatest and most far-reaching circulations. They go into the homes bright and early, and are read by the men and women before they come downtown to make their purchases, and when the mind is in a receptive condition. Advertising, which is store news, should be as fresh as telegraphic or local news.

There are some cases where, owing to various circumstances, evening papers have attained large circulations, but, as I have stated, such cases are the exception to the rule. I think there are but one or two large cities in the entire country where the evening paper has the largest circulation. Generally the best newspaper is the best medium to advertise in, no matter what time of day it is published. I know of no large city in the United States which can be effectively covered with one newspaper. In our campaigns we use all the leading papers. A point in favor of morning papers lies in the fact that so many people are occupied evenings with the theater, parties, receptions, calling, etc., that they obtain but very little time to read the evening paper. In summer it is also too hot to have lights in the house to read by, and people sit out-of-doors when it is cool until bedtime. There are also points in favor of evening papers. As I said before, however, the shrewd advertiser uses both, where they are good newspapers of standing and circulation, and thus reaches everybody most effectively.

The Sunday paper is also developing wonderfully, and the Sunday editions of the big morning newspapers are fast becoming regular magazines. They carry enormous volumes of business, as they are read all day, when people have but little else to do but read. Most men get paid Saturday nights; they and their families consult the Sunday papers, where and what to buy, and have plenty of money Mondays to buy with.

RAILROAD ADVERTISING.

There has been a big change, not only in the methods of railroad advertising, but also in the men who look after it. The genial old gentlemen of yore have been superseded by youngsters who have an abounding faith in their railroad, in advertising and in themselves. They no longer hesitate to pay cash when the expenditure is justified. They buy big spaces in papers of big circulation; they keep in close touch with the latest phases of commercial art; they know what constitutes good display and what is a fair price to pay for advertising. The results of their work are apparent. Never in the history of the country have the railroads been as busy as now.—*Western Advertiser.*

A SYNDICATE CIRCULAR.

One of PRINTERS' INK's correspondents describes a syndicate hotel circular as follows:

The Hotel Pabst, at Broadway and 42d street, New York, is being advertised, by the distribution, by mail, and personally to the casual patrons of the house, of a very neat and useful folder of stiff board, just about pocket size.

The front bears an illustration of the house itself with the name, address and management in embossed gold letters below. Strange as it may seem, in the entire folder that is all the matter relating to the hotel. No mention whatever of rooms, meals, rates or anything else happens upon the three succeeding pages, but nevertheless the matter is of an interesting and useful character. The second page contains advice to strangers as to where to go in the city for enjoyable drives, a list of the leading places of amusement, with the full addresses of same, and a couple of advertisements not in any way connected with the hotel.

The third page is entitled "Where to Shop," and is devoted to about twenty-five small ads of almost as many different lines of business in the immediate vicinity. Photographers, storage warehouses, livery stables, carriage builders, jewelers, trunk dealers, men's furnishings, etc., are here found, and it is claimed every one of the advertised houses pays for the space thus given it.

The back page has six advertisements of well known wine, railroad, piano, candy, etc., and altogether the thirty-two advertisers on the folder must be paying for their spaces a sum vastly in excess of what it costs the Pabst management to get out the folder, consequently their own advertisement on the front is decidedly cheap.

But the writer understands that the publisher of this folder is not Mr. Regan, the manager of the Hotel Pabst, but one Alfred Marks, of Fifth avenue, who "syndicates" the last three pages of the folder to different hotels in the city, and furnishes the folders almost free to each of the houses, printing a picture of each hotel respectively on the front cover, with the embossed printing before mentioned below.

THERE is less in a name than there is in the way it is advertised.

BARGAINS IN MONEY

Sounds strange, but it is a fact. For a few days you can get all the money you need here at a bargain in the way of interest, and pay what you get back when it suits. Furniture or salary assignment secures your note here. Quick and private transactions.

Capital Loan Guarantee Co.,
602 F Street N. W.

A WASHINGTON (D. C.) EFFORT.

HOW BUSINESS SUCCESS WILL BE WON IN THE TWENTIETH CENTURY.

The specialist will be the dominating force in the business world of the twentieth century. The road to success lies along that line. Let the young man who starts out in life to-day or to-morrow concentrate on one thing and he has the golden key.

The day of the all-round man is over. New conditions have come into business life, and they have come to stay. These new conditions are unfavorable to the man who can do half a dozen things. He must master one business.

Under the readjustment there is no place for the all-round man. Nobody wants him, nobody cares for his peculiar kind of ability. Industries have been rearranged. They are now separated into departments instead of plants. At the head of each of these departments is wanted a man who knows all about this particular division, who has concentrated his entire mind and ability on its requirements and possibilities, who is in fact a highly trained, highly developed specialist. Men like these are scarce to-day. Hundreds of institutions are looking for them. Salaries ranging from \$5,000 to \$15,000 are waiting them. My own concern is looking for half a dozen specialists to-day, rubber men, lumbermen, etc. We would cheerfully pay them \$5,000 a year, and even more cheerfully \$15,000, for the \$15,000 man is a great deal more valuable to his concern than the \$5,000 man. But he has got to be a \$15,000 man. Naturally he is not plentiful.

Consolidation in business has bred the demand for the specialist, and as consolidation grows, as it will, the demand for specialists will grow. That it is subversive of independence and manhood is absurd. The man who directs a department for a big corporation to-day is more independent than he could possibly be under the old conditions when he went into business for himself. He is not worried with financial troubles and a thousand and one details

that consumed his time without adequate return. He devotes all the time he has to that which he can do best. Naturally the result is higher production, and a consequent betterment for the world dependent on production. Nor does the new system make for concentration of wealth as is so generally stated. The reverse is the fact. Out of my own experience this is proven. When I was in business under the old scheme there were two profit sharers in the firm, my partner and myself. Everybody else connected with our business was a salaried employee. They had no share in the earnings. Everything they produced they produced for us. Later another partner was added, but there we remained. And what is the condition now? I have 300 partners, men who share in the profits of the concern, and who are interested in preventing losses. Last year \$150,000 in profits was divided among the heads of departments with us. Our clerks own \$60,000 worth of stock in our establishment. Carnegie, the greatest business man in the world, has thirty-two partners, young men who, having demonstrated their fitness were given interests.

Such a distribution of interest is possible only under a corporate system. No man in his senses would dare risk business association with 300 men under the old partnership plan, where any one of the 300 might involve the firm. Therefore business remained a close corporation; the good things were distributed among relatives when they were distributed at all. Now everybody comes in on his merits. There are stock allotments, so that the able, frugal, painstaking man may almost any time acquire an interest. That this works to the interest of the man controlling the corporation is made evident from the better service we get. Almost any evening you may see clerks at work in our office. They put in this overtime because of the interest they take in the affairs of the house under the new conditions. It is never required that they work out of hours.

All these things work for the

general success of business by the modern methods, and they emphasize the necessity of preparing to work under these methods. Naturally where there are great consolidations the work must be systemized. Production falls into departments, and at the heads of these departments must be specialists. The science of consolidation is not to bring competing interests together in order that prices may be raised. That is a foolish system and can only beget more competition. A combination to be persistently successful must be so managed that the same goods, or better goods, may be produced at lower prices. This can only be brought about by scientific supervision. And there is the source from which springs the demand for expert specialists. It is for the young men to take advantage of this demand.

Mr. J. J. Hill, president of the Great Northern Railway, is a magnificent example of the possibilities that lie before a specialist. Mr. Hill is a specialist, has always been a specialist. He has devoted his entire time, attention and ability to railroading. He is to-day the greatest railroad operator in the world. There is nothing about the business that he doesn't know thoroughly. He has studied the business from A to Z and is master of all its details. Thanks to this thorough knowledge Mr. Hill has made himself one of the richest men in America.

Capital is always eager to associate itself with such men. But capital is mighty shy in having to do with men who are not master specialists. In my own case I always insist that my associates shall be specialists. I am always open to good business enterprise; but I make sure that the men who are to handle the enterprise know all about it. And I also insist that they go into nothing else. It is distinctly stipulated in all our business contracts that the men in charge of our lumber interests have no other interests, that our rubber men confine themselves to rubber, and so all along the line. It is to this rule and its enforcement that I attribute much of such

success as we have met with in our business enterprises. It has brought and holds for us a class of trained specialists whose minds dwell continually on the one thing in which they are engaged.

Everybody who amounts to anything is ambitious. He wants to get to the top, to become rich, to control things, to be a power. This laudable ambition, under the new way of the business world, will prove exceedingly dangerous if it leads the young man into general industries. In the formation period it was possible for men to go into different things and carry them through successfully. I myself, for example, without any particular qualifications as a specialist, have been enabled to aid in organizing a number of diverse industries. But the situation with me was peculiar and unusual. I had been for years a member of a large commission firm which was the largest buyer in the United States of general manufactures for export. We handled everything from needles to locomotives. When the era of consolidation came I was in position to deal intelligently as the representative of the different interests. I knew all the principals from years of business association, and I was familiar with the requirements and shortcomings of the various industries.

Now the formation period is practically over. We have settled down to doing business under the new plan. We have done very well so far; we are going right along the same line. Nothing can stop the development and expansion of the new trade scheme. The business of the world is going to be divided up more and more into departments.

Success is to be won by getting at the head of one of these departments. It is the twentieth century method.—*Chas. R. Flint, in Saturday Evening Post.*

TRUE ENOUGH.

It is a serious mistake to use too small type for advertising, which many do on account of their crowded announcements. Tired and weak eyes will avoid it. A great charm of reading as you run advertisements in large type is that they force little work on the eyes.

—*Dover (N. J.) Index.*

BOOK AGENCY.

Although selling books by subscription has been an important line of trade during the last decade, this business has contributed comparatively little to the advertising columns of the press. The Dominion Company, of Chicago, is not only one of the largest publishers of subscription books, but it has been the most extensive advertiser. For ten years this company has persistently and successfully made its wants known through the advertising columns, the amount thus expended having been increased each year, until in 1900 it reached the sum of about \$80,000. In comparison with appropriations made for popularizing articles of common consumption, and in bidding for direct orders, this is not a large advertising expenditure; but when it is considered that the major part of this was used in paying for classified advertisements of but a few lines each, it will be seen that the expenditure of this amount meant an extensive advertising campaign, which, to be conducted judiciously, necessitated the using of every daily and weekly having sufficient value to make it worth while to spend time adding it to the list.

The Dominion Company was organized as a publishing house, nearly ten years ago, by H. L. Barber, who has from the start been in control of its management. The purpose was to publish books to be sold through canvassing agents. Up to that time book agents had been engaged by circularizing and through general agents. A comparison of the cost of sending out a hundred thousand circulars and an advertisement in a newspaper having that circulation convinced Mr. Barber that the newspaper was the more effective and cheaper way of reaching the public. The problem to solve was how to make the want known in a space that would be profitable. Page advertisements in dailies, weeklies and monthlies were tried; also, smaller display advertisements in the same publications. After much experimenting, display advertisements were

confined to a space of from one to two inches, and classified advertisements to from five to fourteen lines. By using small space generously the Dominion Company has sold tens of millions of books, and conducted a profitable business, and is the only subscription book house in America that has solved successfully the advertising problem.

The advertising has not been confined to the press of the United States, but the newspapers of Canada, Mexico, South America, Australia, South Africa and India have been used freely in forming connections that have brought profitable business. As an illustration of the business that resulted, it may be stated that as publishers of some of Murat Halstead's works, the Dominion Company has paid that author royalties to the amount of \$13,000 in a single month, and that at times when his works were not the only books the company was publishing and selling through its extensive agency organizations.—*Newspaperdom*.

CHARGING FOR POSITION.

In connection with a flat rate, an extra charge for position is justifiable. It is impossible to give every ad in a publication full position, and it is difficult even to place each advertisement alongside reading matter. Consequently some advertisers secure better position than others and it is right that they should pay more for it. The position of the publisher in this matter is simply that of the theater manager, who can not give every patron a seat in the parquet and consequently has to charge more for a parquet seat than one in the gallery.—*Mail Order Advertising*.

WHAT SOME PUBLISHERS AS-
SERT.

"APPEALS TO ALL CLASSES."

THROUGH THE MAILS.

PUSHING MAIL ORDERS.

CHAPTER I.

BEST ADVERTISING MEDIUMS.

The standard mediums with the largest circulations are the cheapest, although their prices may seem steep. Prove its logic with the rules of simple proportion. Apply it to every advertising proposition that comes along and see how much better off you will be at the end of the year.

Is it a magazine proposition? Then take the standard of mail order mediums to reach households—the *Ladies' Home Journal*. If in it a hundred dollar space can reach so many people how many will be reached by the same cost with another publication? If you know the other's circulation so much quicker can you get at the answer; if you do not, so much worse for the paper under test. For every publication should give its circulation.

The same way with "lists" of newspapers or separate newspapers that appeal to mail order trade. Competition and the insistence of advertisers will in time reduce advertising rates to an equitable basis. In the meantime, the only rule is to take the standards in magazines and newspapers and judge by them the worth of all others. I have taken inch ads as well as pages in publications. On one mail order ad alone that passed through my hands about seven thousand dollars was spent. At least one hundred thousand dollars has been directed by the writer for mail order advertising, so it can be seen that I have given much consideration to the subject. I have found that the *Ladies' Home Journal* and the *Youth's Companion* were the best paying mediums. *McClure's*, *Munsey's*, the *Puritan*, and *Ledger Monthly* were also among those that brought good results. The tri-weekly *World*, *Sunday Journal* and weekly *Tribune* were also used with satisfac-

tion. The selection of mediums is simply the exercise of that judgment one would bring to bear upon the buying of any bill of goods. For a retail house or any business carrying a line of goods appealing to a mail order trade nothing can equal the catalogue. Properly gotten up and put in right hands it is a silent salesman that day and night works with main and might. It covers the ground as can no advertisement. But it should only speak of goods carried in stock for six months after issuance. Then follows the booklet, circular and leaflet. This form of mail order advertising is more fully treated of in another chapter. While I am a great admirer of the bold, big advertising spaces, I have noticed plenty of instances where small sized advertisements on leaders have brought wonderful results. In proportion to their space they frequently proved more profitable than the larger announcements. A two inch advertisement on 12½ cent handkerchiefs during the holiday season is a case well remembered. The daily advertisements of retail houses should occasionally say a few words about the mail order department.

A mail order advertisement can as a rule be prepared weeks in advance. This is where it differs from the usual advertisement. And the earlier it is sent to the publication the better the chance—all other things being equal—is there for a good position.

CHAPTER II.

BOOKKEEPING AND SYSTEM OF HANDLING LETTERS AND ORDERS.

The bookkeeping of the average mail order department is not unlike the bookkeeping of an average business. The index name book where names are carefully indexed and classified according to territory is, however, a book peculiar to mail order departments. Under the heading A, may be

subdivisions of different States and counties where Andersons, Amsdens, Andrews, Appletons, etc., live. Opposite their names can be memoranda of the size and frequency of orders. In this manner the worth of each customer is at all times apparent. In very large departments names under the proper subdivisions are classified in huge filing cabinets or cases similar to those used in public libraries.

In the writer's eye is a system now in operation in a large department store. All letters to the firm are opened in the main office. Demands for samples are then stamped to be immediately sent to the mail order office. Letters containing remittances in any form go to the head cashier of the house, who extracts the money and stamps the sum received to the credit of the mail order department, which department then numbers on a consecutive numbering machine the letters. Then they are alphabetically assorted and entered upon the registering book.

Afterwards they are read and handed to the girls filling orders—according to the departments covered by the girl. Requests for samples of dress goods, linings, etc., are left with clerks in these departments who are expected to attend to the letters before the day is out. Before filling an order the girl makes out a card which shows the name and address of the sender as well as the amount, shipping directions and whatever notes may be valuable regarding any details of the order. This card bears the time stamp of the manager of the mail order department, so he can tell how much time the girl consumes in filling the order. This time stamp is a constant indicator of the mail order filler's efficacy.

Having selected the goods they are sent from the counter to the mail order office, thence after examination and checking to the shipping department. Before the goods are sent to this latter department the girl detaches from her card a stub, and the card it-

self goes with merchandise to the shipping room. The shipping manager stamps on the card the hour and moment of shipment. So this card is a silent evidence of the promptness of the mail order selling and shipping departments. If there is a slip-up anywhere either in the delay of filling orders, insufficient goods to fill orders or a superabundance or lack of funds in payment it becomes a comparatively easy matter to write a letter to the customer that will straighten out matters. And it is highly important to see that the customer is satisfied in every detail. When there is even the slightest imperfection regarding the filling of orders a letter may set the department right in the customer's eye.

J. ANGUS MACDONALD.

MISUNDERSTOOD.

Importunate Artist (with lofty air)—
This, sir, is my last poem!
Tired Editor—Thank goodness!—*The King.*



USED IN ENGLAND. RATHER CAT-CHY.

THE ADVERTISING MAN.

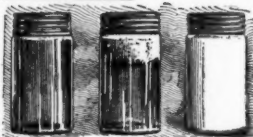
A man in the advertising business must not only know all of the technicalities of his business, but he must know something of the business of the man he serves. He must know enough about the other man's business to be able to explain it clearly, forcibly, convincingly, to the reader who knows nothing about it. He must be able to do something for this man's business that the man cannot do for himself. He must understand the business, in some measure, as its proprietor understands it, and he must also understand it from the advertising standpoint. The mere writing of an ad is the least important part of advertisement writing. The successful advertisement writer must have been a student of human nature, human needs and human impulses. He must know in a practical way something about all the branches of newspaper work. If he knows printing and engraving and lithography, he will find them all valuable. He may be able to get along without this knowledge, but it is a great advantage to have it. He must be able to write clearly, forcibly, grammatically. He must

be able to pick out the salient point of an article, of a business, and present them to people understandingly. He must know the relation of buyer and seller. He can learn this only by experience. An advertisement writer ought not to have had too easy a time in life. He ought to be able to put himself into the position of the people he is writing to, and the man he is writing for. He must be able to see the goods he is writing about from the buyer's standpoint. He must be able to see quickly and clearly just what it is that makes the article desirable.—*C. A. Bates, in Shoe and Leather Facts.*

THE STARTING POINT.

The starting point of good merchandising is fairness—goods sold for exactly what they are, at a price which affords the merchant a fair profit. Nobody expects anybody else to do any sort of business without profit, and in spite of the popularity of bargains, people recognize the fact that the merchant must make a profit somewhere, or his store must cease to exist. Personally, I am of the opinion that when the merchant carries an adequate supply of desirable goods at a fair price, and by advertising conveys to his community the knowledge of these facts, he has done about all that a merchant should do as a merchant—and about all he will need to do to be a successful merchant.—*Business.*

EASY TO PROVE YOUR SOAP POWDER



A test of two well advertised substitutes for PEARLINE and PEARLINE itself was made by reducing all to Soft Soap or paste on same recipe, a scientific as well as practical test which you can apply yourself, according to directions with every package of PEARLINE. The result shown here is engraved from a photograph.

No. 1 is simply discolored water; not even soapy; chemical sediment at bottom.

No. 2 is one-quarter poor, thin, mushy Soap and three-quarters discolored water.

No. 3 is a solid mass of pure white Soap paste or Soft Soap, made from PEARLINE, which proves that **PEARLINE is Best by Test**

A LITTLE SUMMER AD.

By Jas. H. Collins.

This is the time of year to re-recommend the store drinking fountain as an advertising medium. In a year beyond the memory of man it was started upon its career in publicity journals, and ever since has had its annual rejuvenation. And justly enough, too, for though few merchants seem to have sufficient faith to give it trial, it is one of the best stock ideas in the whole art of advertising.

Drinking water is the principal necessity lacking in almost every American city, town and village. Just why, no one seems to know. Because we are a hurried nation, perhaps, loving big matters and neglecting small, or because it is one of the thousand much-needed things which nobody is bound to look after. Only a very few of the main streets in the United States have a tap of running water at every corner. Yet such conveniences cost little to maintain, and no human who has ever lived where public drinking fountains dotted the main street has been thoroughly at home in a town where they did not. It is said that most European cities have such conveniences, and more truthfully said that the most unobtainable thing in America is a drink of water. It can seldom be had, even by purchase. There is beer and soda water and the weird chemical messes of the drug store fountain, but when a man wants a drink of water it is not to be had.

Yet, notwithstanding the comic papers, there is no substitute for it as a thirst-quencher. Many a rum-soaked toper goes to the pump when he is really thirsty. In several small towns known to the writer the municipality maintains fountains at every other corner, and these corners are invariably natural centers of street travel. People have a trick of keeping them in mind, halting for a drink instinctively in hot weather. The cheap little taps make these corners populous. If they were placed in the center of a block before the door of a clothing store or grocery

the result would be the same. They have a drawing power all their own, and the mere universal lack of them gives an innovator sound inducement for establishing one on his own private account. It is as though he advertised in a town where all other merchants kept out of the papers. As an ad it would carry weight of itself. It would not be necessary for him to have his name in the bottoms of the drinking cups or across the supporting standard, for even in New York or Chicago he would be identified with his fountain. It is not likely that grateful humans would drop his cups and go into the store for barrels of flour or suits of summer clothing, but nevertheless the fountain would make his door a conspicuous point in the street, create its share of talk and thought, add its iota of result to the mass of his indirect publicity and cost him rather less than any other medium he could use. So, perhaps, with the advent of this new century's first spring, he would better give the time-worn suggestion fresh consideration, for there is really a paying bit of publicity behind it.

HOW 'TIS DONE.

"Ladies of leisure may secure nice, profitable home work by applying to the undersigned."

The applicant for information and work is almost sure to receive in return a lot of printed matter in regard to a wonderful complexion lotion, warranted to remove, while you wait, tan, freckles, black-heads, wrinkles, frowns, birth-marks, cuts, bruises, burns and broken bones. The recipient is urged to order a supply of this wonderful eradicator and work it off amongst her friends. She is assured that it can easily be done if she will only use it once upon her own face at a garden party or reception, or church social or—something. She also receives copies of grateful letters, real heart out-pourings, sent by the agents handling the lotion to the manufacturer. These letters invariably state how the agent, six months before, being on the verge of starvation, happened to see the advertisement of the lotion in a borrowed newspaper. A good Samaritan (they are still with us) lent her the ten dollars to pay for the outfit. This was the beginning of wealth. The mortgage is paid off, poor paralytic grandmother has a wheel chair that climbs the stairs, and the children wear their Sunday clothes to school; while, in the gold-colored near future there are visions of diamonds, seaskins, trips to Europe, plenty of car fares and chewing gum.—*The Adviser.*

USING TESTIMONIALS.

When a good testimonial letter is received, I have a zinc etching made of it exactly as it appears when it reaches my desk. When desiring to impress a prospective representative with the authenticity of our claims, I attach three or four of these letters, and refer to them about as follows: "We inclose herewith a few letters from some of our best agents which will speak for themselves, feeling certain that a statement from disinterested parties will carry more weight with you than anything we might say in our own behalf, etc." We land the account we are looking for in seventy-five cases out of the hundred, and many times the letters are returned to us, it evidently being the impression of the merchant that they are the originals. In case the first bunch does not have the desired effect, a second letter is written, to which three or four other testimonial letters are attached. It is usually not necessary to write a third time. I believe in homeopathic treatment, so far as the use of such letters is concerned, and never send more than three or four at a time, it being my contention that a man will read three or four of them where a greater number than this would appear to involve him in too great a task, and all would be thrown aside.—*Profitable Advertising.*

THE TESTIMONIAL AGE.

Drug Clerk—This remedy has cured ten congressmen, eight senators, six prima donnas—

Customer—Hold on, young fellow, I ain't none of them. Just lay that aside and show me something that has cured a few common people.—*Chicago News.*

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

ADS for the DAILY JOURNAL, Asbury Park, N. J. Circ'n 2 1/2. Rate 7 cents an inch.

ACTIVE adv. agents wanted for monthly music journal. Liberal com. "MUSIC," P. Ink.

ADS for the DEMOCRAT, Greenup, Ky. Average circulation 6 mos., 1,508 copies weekly.

IN its own brick building—a permanent, progressive enterprise, RECORD, Greenville, Ky.

NEWSPAPER wanted. County seat weekly, particulars. F. C. SORRELS, Champaign, Ill.

NEWSPAPER artist wants position as sketch artist. All round man. P. H. PRICE, 5 H St., N. W., Washington, D. C.

MORE than 200,000 copies of the morning edition of the World are sold in Greater New York every day. Beats any two other papers.

MAN, age 29, ten years' newspaper experience, eight years on New York newspapers, five years in Wall Street, desires position. Address "FINANCIAL," Printers' Ink.

WANTED—Select advertising for WALKER CO. BAPTIST—3 columns, 6 pages. Organ big Baptist association. Send for sample copy and rates. S. KENNEDY, Oakman, Ala.

PUBLISHERS' COMMERCIAL UNION: a credit agency covering all advertisers and agents; every publisher needs it. Details at Boyce Bldg., Chicago, or Temple Court, New York.

WANTED—An experienced circulator; also a young man for counting-room work in a newspaper office. Address "NEWSPAPER," care Henry Bright, Tribune Building, New York.

WANTED—Experienced advertising man; permanent position; advancement. Must give whole time. State age, experience, and salary wanted. If possible, give specimens. Address "L. H. S.," Printers' Ink.

WANTED—Everybody to send me 70 cents and get a guaranteed, solid gold fountain pen. The best made. Money back if not as represented. ROBERT ROYSTON, P. O. Box 672, New York City.

ORDERS for 5 line advertisements 4 weeks \$10 in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

FERNALD'S NEWSPAPER MEN'S EXCHANGE (established May, '84) recommends competent editors, reporters and advertising men to publishers. No charge to employers; registration free; fair commission from successful candidates. Tel. 600-2. 15 Cedar St., Springfield, Mass.

YOUNG man wanted possessing artistic ability in drawing strong, forceful sketches, suitable for newspapers and advertising illustrations. Must have the faculty to grasp given ideas quickly and be able to produce them with pen and ink. Applicants please state age, education, experience if any, and salary wanted. A few recent sketches, possibly from actual life, or others, must accompany application. Please address "ADVERTISING ILLUSTRATOR," care of Printers' Ink, 10 Spruce St., New York.

MAILING MACHINES.

GET the best, the Matchless, of REV. A. DICK, 43 Ferguson Ave., Buffalo, N. Y.

COLOR PLATE MAKER.

FREDERICK KIRSTEN, 170 Fulton St., New York.

EDITORIAL WRITER.

TIMELY editorials, all subjects. Write for rates. H. L. GOODWIN, Malden Sta., Boston.

POSTAL CARDS BOUGHT.

UNCANCELLED printed or addressed postal cards and stamps bought for cash. BUREAU MANUFACTURING CO., 614 Park Row Bldg., N. Y.

ELECTROTYPES AND STEREOTYPES.

ELECTROTYPE or stereotype cuts. When you want good ones, order from Bright's "Old Reliable," St. Louis Electrotpe Foundry, No. 314, North Third St., St. Louis, Mo.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASS'N, 585 Broadway, N. Y.

ADDRESSES.

RELIABLE ADDRESSES, carefully prepared, this city or county, any class, \$2.00 per 1,000. Guaranteed. H. A. LOKBERG, Portsmouth, Ohio.

MAILING list, in stamp or sticker form. Copied from original letters of agents and mail-order buyers. New and up to date. Address BERG, BEAVER & CO., Davenport, Iowa.

ADVERTISING AGENTS.

ADVERTISERS sighing for new worlds to conquer can be directed to fields of easy victory by establishing a line of communication with me. EUGENE HOUGH, Newton, Mass.

DON'T advertise for salesmen or agents until you get our lists of leading "want" ad papers. Sent free. HUNGERFORD & DARRELL ADV. AGENCY, Washington, D. C.

TO ADVERTISING AGENTS.—R. H. Froude, of Auckland, New Zealand, requires the latest novelties and ideas of advertising. Send samples, designs, catalogues and terms for cash to R. H. FROUDE, General Advertising Agent, Queen St., Auckland, New Zealand. N. B.—Advertising contracts of all descriptions faithfully conducted throughout the colony at moderate rates.

ENGRAVING.

CHAS. BUTT, wood and photo engraver, 113 Fulton St., New York. Get prices.

SHORTHAND BY MAIL.

PERSONAL INSTRUCTION. Complete course \$5. Write W. A. LANGTON, Box 672, N.Y. City.

HALF-TONES.

ASK and you shall receive all the cut advice you need from THE STANDARD ENG. CO. (inc.), 7th and Chestnut Sts., PHILADELPHIA.

STEREOTYPE OUTFITS.

COLD Process Stereotyping Outfits, \$14 up. No heating of type. Two easy engraving methods, with material, \$2.50; no etching. Booklet, samples, for stamp. H. KAHRS, 340 E. 33d St., N.Y.

MISCELLANEOUS.

PAN-AMERICAN LODGINGS; private family. A. CADWALLADER, Buffalo.

44 MONEY making secrets a d a year's sub. for 25c. THE NEW CENTURY, Waterville, Me.

PRINTERS' MACHINERY.

PRINTERS' modern machinery, new and rebuilt. Type of the American Type Founders manufacture. Quality, not price. The best is none too good for you. CONNER, FENDLER & CO., New York City.

ENGRAVING OUTFITS.

FWESEL MANUFACTURING CO., 85 Fulton Street, New York, make everything for photo-engraving, electrotyping and stereotyping. Newspaper equipments a specialty. Cameras, screens, lenses.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the AMERICAN NEWSPAPER DIRECTORY, issued March 1, 1901. Price, five dollars. Sent free on receipt of price. GEO. F. ROWELL & CO., 10 Spruce St., New York.

BILLPOSTING AND DISTRIBUTING.

BILLPOSTING, distributing and advertising bulletin signs. Contracts made for all the conspicuous points of travel in and about Boston and New England States. JOHN DONNELLY & SONS, 7 Knapp St., Boston, Mass.

PHOTO ENGRAVING.

THE STANDARD ENGRAVING CO., 61 Ann St., New York.

FULTON ENGRAVING CO. Designing and engraving by all modern methods. Correspondence solicited. 130 Fulton St., New York City.

PAPER.

ALL kinds of paper, all degrees of quality. Every weight, color and finish. No matter what you are going to print, before you select the paper write to us and mention what you want. We can be of great assistance to you. We have everything in the paper line and the price is right. BASSETT & SUTPHIN, 45 Beekman St., New York.

ADDRESSING MACHINES.

NO labels to come off in the mails. Addresses always clear and legible. No running of labels. F. D. Belknap's New Rotary Addressing machine the best and most practical made. No type required. Send for booklet. F. D. BELKNAP, 290 Broadway, New York.

THERE are many so-called addressing machines on the market, but remember that Wallace & Co.'s is the only one now in successful use among the large publishers throughout the country, such as *Printers' Ink*, *Cosmopolitan Magazine Co.*, *Butterick Pub. Co.*, *Comfort*, of Augusta, Me., and many others. Send for circulars. WALLACE & CO., 10 Warren St., N. Y.

UNUSED STAMPS WANTED.

UNCANCELLED one-cent postage stamps in large quantities. State discount. "ANY QUANTITY," care Printers' Ink.

COLLECTIONS.

DERTS of any kind in Cook and Du Page Counties, Ill., promptly collected. FRANK LEHMANN, Justice of the Peace, Oak Park, Ill.

SPECIAL REPRESENTATIVES.

IA COSTE AND MAXWELL, 38 Park Row, New York, telephone 3293 Cortlandt, special representatives for leading daily newspapers.

NEWSPAPER METALS.

WHY don't you use Blatchford metal? E. W. BLATCHFORD & CO., 54 to 70 N. Clinton St., Chicago, makers of the famous "Tower-of-Strength" stereotype, linotype, monotype and electrotpe metals. Write for booklet, "Better Newspaper Making."

COIN CARDS.

23 PER 1,000. Less for every printing. THE COIN WRAPPER CO., Detroit, Mich.

AT factory cost, \$5,000 received in trade. I've got my profit. Will print your adv. on all or part at cost. Write quick. L. R. LINDLY, Anderson, Ind.

NEWSPAPER MANAGERS.

SPECIAL offer to advertising m'grs daily newspapers. One adv. m'gr writes: "Your book of 100 complete shoe ads has gotten our paper a \$200.00 contract." Our book will help any ad solicitor to secure a contract from some non-advertising shoe dealer in your town. Book sent, post paid, to any newspaper for \$1.00. GEO. R. SYFERT & CO., 48 South 9th St., Columbus, O.

ILLUSTRATORS AND ILLUSTRATIONS.

PRINTERS, write on your business letterhead for illustrated catalogue of copyrighted lodge cuts. R. CARLETON, 218 S. 14th St., Omaha, Neb.

ORNAMENTS and initials to give a distinctive style to your booklets and printed advertising matter. Send for illustrations and prices, "Volume A." KEYSTONE TYPE FOUNDRY, 734 Sansom St., Philadelphia, Pa.

MAIL ORDER.

START a mail-order branch to your business. It matters not whether you be the publisher of a newspaper, a shoemaker, druggist, storekeeper, or in any other trade, a great opportunity is now open. Send ten cents, stamps, for brochure of mail-order money making system. Your money returned if you don't get many times the value of a dime. SAWYER PUB. CO., 325 B, Temple Court, New York City.

TO LET.

TO LET: White Mountains—Gentleman's residence to let to an approved tenant for the season of 1901; most attractive situation, within reach of the Waumbec Golf Links; fully furnished; three bathrooms; copious water supply; six fireplaces; three sitting rooms; 11 bedrooms; vine-clad piazzas; stabling for six horses; excellent garden. For further particulars address owner, GEO. F. ROWELL, Irvington on Hudson, N. Y., or No. 10 Spruce St., N. Y. City.

ADVERTISING NOVELTIES.

\$500 IN genuine Confederate money for only 25c. CHAS. D. BARKER, Atlanta, Ga.

BICYCLES and tricycle wagons. Factory to buyer. Write ROADSTER SHOPS, Camden, N. J.

THE warmest of all PRINTERS' Ink labels is THE AD-WRITEE, St. Louis. Ten cents brings sample copy. World's Fair City, 1903.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

TRADE LISTS.

BOYD'S CITY DESPATCH. Addressing, Mailing and Delivery Agency, 16 Beckman St., New York. Established over half a century. Special lists in any classification of mfr's, jobbers, retailers, supply houses, residents, professions, individuals in any part of world. Write for catalogue.

INSTRUCTION.

LEARN THE ADVERTISING BUSINESS!
L And make yourself worth \$25 to \$75 a week. Taught thoroughly, practically and successfully by mail by the **FAGE-DAVIS CO.**, the originators. Send for 42-page book. Suite 4, 167 Adams St., Chicago.

"LEWIS-PHILA" and **"System."** The former is 32 pages and cover, and devoted to advertising. The latter 24 pages and cover, and devoted to business and advertising systems. Both fully illustrated. Both 75 cents if I get your letter head, \$2 without. Samples of both 15 cents. E. ST. ELMO LEWIS, 518 Walnut St., Phila.

NEWSPAPER BARGAINS.

\$1,000 CASH with balance \$1,000 on easy terms buys a reliable weekly business in a fast-growing town of 9,000 in New England.
\$1,500, one-half cash, buys a good weekly and job business in Virginia.
\$900 cash and \$1,000 on easy terms buys a weekly and job business in Oregon.
\$1,000 buys a weekly and job business in New York State, paying over \$2,000 a year. \$2,500 cash—possibly a little less.
\$3,000 cash, balance on easy terms, buys a live, growing daily within 100 miles of New York City. Properties in Eastern and Western States—large and small. What do you want?
C. F. DAVID, Abington, Mass., Confidential Broker and Expert in Newspaper Properties. 30 years' experience.

PRINTERS.

SCHOOL catalogues and souvenirs. Ask for samples if you want the best. F. D. CORSE, Sandy Creek, N. Y.

I have a web press that has some idle time that could be used to good advantage in printing long runs in a first-class manner at a low figure. Let us give you an estimate. **NATIONAL WATCHMAN**, Washington, D. C.

50 CENTS for 100 ivory finished visiting cards; either size: "Miss," "Mrs." or "Mr." very neatly printed, with name, also with address, if desired, in steel plate script or engraver's Roman, by mail prepaid. Each additional line 5c.; each additional 100 cards, 25c. Don't confuse this with cheap, amateur work. Make copy in CAPITAL letters, to avoid error. Address **ELITE PRINTERY**, Kesson, Minn.

FOR SALE.

A BARGAIN—New half-tone and zinc etching plant, used only a few weeks. **THE CAPITAL**, Topeka, Kan.

THE use of name and title of eminent physician who is to enter the ministry. Particulars through **GIFFARD KNOX**, Westfield, N. J.

FRUIT PAPER for sale. The only publication of its class in the Central South. Located in fine fruit district. Good circulation. Cheap for cash. Address "FRUIT PAPER," Printers' Ink.

TAYLOR CYLINDER PRESS, 26x33½, 1,500 per hour; good register; just the thing for a 6-column newspaper. Will also do good book work. \$350 cash. P. W. DANFORTH, Middleburgh, N. Y.

FOR SALE—One-half interest in **THE KEARNEY OBSERVER**, with job office and stationery store attached. None need apply unless they mean business. Terms made known on application. "B," 208 Beech St., Arlington, N. J.

EVERY issue of **PRINTERS' INK** is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in **PRINTERS' INK**. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address **PRINTERS' INK**, 10 Spruce St., New York.

ADVERTISING MEDIA

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

HARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

TO reach mail-order buyers at 10c. line, use **AGENTS' GUIDE**, Wilmington, Del.

ADVERTISING agents serving their clients honestly, call up **TOLLETTS**; estab. 1881.

BOOK collectors! Advertise in **THE PATRIOT**, Concord, Mass., for special or rare books.

NEWS, Tracy City, Tenn., Democratic weekly, only paper in Grundy Co., 800 circulation.

40 WORDS, 5 times, 25 cents. **DAILY ENTERPRISE**, Brockton, Mass. Circulation 5,800.

50 WORDS for 50c. 10,000 circulation guaranteed. **THE AM. MAGAZINE**, Homer, Mich.

NYA OSTERNS WEEKBLAD, Worcester, Mass. 1st class Swedish w'kly circ'lat'g in N.E. States.

ONLY fruit journal in Iowa. Fifty cents per year. Try it. **FRUITMAN**, Mt. Vernon, Ia.

TO reach mail order buyers, try **PENNY MONTHLY**; 10c. a line; circ'n 25,000; Youngstown, O.

REACH the best Southern farmers by planting your ads in **FARM AND TRADE**, Nashville, Tenn. Only 10c. a line.

THE HOME, 16,000 monthly, 5 cents an agate line, flat rate. Samples free. Tribune Bldg., Room 4, Louisville, Ky.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

THE SISTER REPUBLICS contains Spanish lessons. Fifty cents per year. Sample copies free. F. BRADY, Denver, Col.

ADVERTISERS reap the reward their business merits if they patronize **SOUTHERN FIELD AND FIRESIDE**, Ashwood, Ga. Write for rates.

ADVERTISERS' GUIDE, New Market, N. J. Circulation 5,000. Sample free. Close postpaid 1 year, 25c. Ad rate, 10c. line. Close 24th.

VIAN SUN, one of the leading weeklies of the Cherokee Nation. Ads in its columns attract attention. **WEEKS & CHAPMAN**, publishers, Vian, I. T.

THERE are others, but none so practical and helpful as **THE AD-WRITER**, St. Louis. World's Fair City, 1903. 10 cents brings sample copy; \$1 a year.

IF you wish to reach the bottling trade of this country, advertise in the **AMERICAN CARBONATOR AND BOTTLER**, 67 Liberty St., New York. Established in 1881.

TWENTY-FIVE words 25c. to prove these splendid mediums. Extra words 1c. each. Package. **THE BUSINESS ENTERPRISE, THE EARNEST WORKER**, Norwalk, O.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. **UNION PRINTING CO.**, 15 Vandewater St., N. Y.

THE RECORD, the oldest and only Belgian Hare Journal in America having an English department. If interested in Belgium—just what you want. One year, 50 cents. **BELGIAN JOURNAL**, Macon, Mo.

BRISTOL (Fla.) FREE PRESS is a country weekly with a circulation of 300 copies every week; published at Bristol, the county seat of Liberty County and in the center of a very fertile agricultural district.

100,000 PROVEN: 20 cents flat. Special **PATHFINDER** June 1. Will reach every teacher at teachers' institutes. If interested in educational field, this is your chance. **THE PATHFINDER PUB. CO.**, Pathfinder, D. C.

THE WRIGHTSVILLE TELEGRAPH is the only all-home print newspaper published in the eastern section of York Co. It covers the richest section of Pennsylvania and goes into the homes of well-to-do farmers every week. It carries eighteen to twenty columns of advertising. For rates address **THE TELEGRAPH PUB. CO., Wrightsville, Pa.**

AFFIDAVIT—I, E. P. Boyle, publisher of the **HOUSTON WEEKLY TIMES**, being duly sworn, say that the average number of copies each issue printed and circulated since January 1, 1900, of the paper, has been 1,408. E. P. BOYLE, Publisher. Subscribed and sworn to before me, this 11th day of January, 1901, S. E. TRACY, Notary Public in and for Harris County, Tex.

THE DAILY HERALD, published at Shelby, Ohio, is a bright paper. It is printed in one of the most progressive towns of 6,000 in the State of Ohio. The weekly **REPUBLICAN** is also published in connection with the **HERALD**, and advertisers are given the benefit of one price for both papers. Address **THE HERALD PRINTING CO., Shelby, Ohio.**

THREE good lists combined. We have combined the subscription lists of three long-established publications into one, and will publish in 16-page form **THE HOME**, closing forms on the 25th of each month and guaranteeing bona fide circulation to paid-in-advance subscribers exceeding 10,000. Advertising rate, 5 cents an agate line, no discounts to any one. Address **THE HOME, 4 Tribune Building, Louisville, Ky.**

THE COUNTRY POSTMASTER, a monthly magazine advocating postal savings banks and rural free delivery, circulates in every State in the Union and all branches of the mail service. Excellent advertising medium. Price \$1 a year, including free copy of "Four Years in a Country Postoffice" or "Practical Points for Postoffice Patrons." Sample of magazine for the asking. Address **"THE COUNTRY POSTMASTER," Effingham, Illinois.**

A **UNIQUE** publication with a field distinctively its own is **THE HOME-SEEKER AND INVESTOR**, a large monthly magazine reaching from 10,000 to 50,000 possible land buyers and investors of the middle classes (not capitalists). Advertisers making use of it talk to those who have recently disposed of property interests in country or village and have the ready cash (millions) to invest elsewhere. Specimen copies 10c. **THE HOME-SEEKER AND INVESTOR PUBLISHING CO., Stock Exchange Building, Chicago.**

HAMILTON COUNTY, Ohio, has, by last census, 49,478 population. Many advertisers know that a small or medium ad here brings unsatisfactory results. **THE ALBUM**, issued monthly by a department store here, will bring satisfactory replies to any fair offer advertised, or the advertiser's money will be promptly refunded. Rates 25 cents a line. No discounts and no time contracts. The April issue will contain over 1,000 square inches of finest half-tone cuts. Address a trial ad to **THE ALBUM, Cincinnati, O.**, anything from two lines up, and note the result.

SUPPLIES.

GAUGE PINS, 3 for 10c. **PRINTERS SUPPLY CO., Grand Island, Neb.**

THIS paper is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO., Ltd., 13 Spruce St., New York.** Special prices to cash buyers.

PREMIUMS.

PREMIUMS that increase the subscription list are what we offer you. They are inexpensive, artistic—just the thing. Our scheme is yours, gratis. **THE M. P. & M. CO., 1430 2d Av., N.Y.**

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 700 p. ill'd list price catalogue free. **S. F. MYERS CO., 48-50-52 Maiden Lane, N.Y.**

OUR circulation building plans are used and approved by leading dailies, weeklies and monthlies of the country. Business managers and circulation managers should write at once for details of our latest plan and offer, as we take only one daily per city. Catalogue and particulars sent free. **THE DOMINION COMPANY, Dept. D, Chicago.**

BUSINESS OPPORTUNITIES.

ADVERTISE your business by publishing a newspaper of your own on an economical plan. Send for full particulars. **J. HARTLEY, 15 Vandewater St., New York.**

BOOKS.

BOOK collectors! Advertise in **THE PATRIOT**, Concord, Mass., for special or rare books.

SUBSCRIBE for **THE PATRIOT**, Concord, Mass. Full of interesting reminiscences of the past and historical matter.

TEACHERS! Send 20c. for "Seeking Christ." Cloth; postpaid. Indorsed by press and pulpit. **NANNIE HEARN, Carrollton, Ga.**

HOW to Dress a Shoe Store Window. 228 pages and 116 illustrations; the very best book of the kind ever published. Price \$1.25. **BOOT & SHOE RECORDER, 11 1/2 Columbia St., Boston.**

SIGN and Show Card Writing. Tells how to make your own cards for posters, window displays, price tickets, illustrating ads, fence signs and for all other purposes. Price \$1. **BOOT & SHOE RECORDER, 11 1/2 Columbia St., Boston.**

FIRST COME, FIRST SERVED!

For \$2.50. Any one who advertises in or has dealings with newspapers and periodicals has a chance to secure now, at half price, a copy of the **AMERICAN NEWSPAPER DIRECTORY FOR 1900, MARCH ISSUE.** A complete catalogue of the Contemporaneous American Periodical Press and the recognized Authority on American Newspaper Statistics; over 1,400 pages; regular price five dollars. A limited number of this edition only is left over that can be had at the above reduced price. All of the other editions of 1900 were exhausted within the months of their respective issues. On receipt of \$2.50 the book will be sent free of express charges. Address **GEO. F. BOWELL & CO., 10 Spruce St., New York.**

ADVERTISEMENT CONSTRUCTORS.

HOLLIS CORBIN, 253 Broadway, New York City.

W. M. WOODHOUSE, JR., Trenton, N. J., writes best for best houses. His work pays.

RETAILERS, add a mail order department. **GEO. E. CRAW, Box 502, Cincinnati, O.**

FOUR original ads \$1 to new customers. Cash with order. **B. M. ANGLE, Lincoln, Neb.**

TRY a dollar's worth of Peterson's Pertinent Paragraphs. P. O. BOX 77, Buffalo, N. Y.

CAN make newspaper space a profitable investment. **CHAS. R. BAKER, So. Norwalk, Ct.**

MELVILLE E. TRUX, Hartford, Conn., writer, illustrator, printer. Fine booklets specialty.

HELM—C. DANIEL—111 Nassau St., N. Y. Estab. 1894. Picture ads that speak to all nations. \$2 up.

D. R. FOOTE'S New Discovery advertising is our work. Ask for quotations. **M. P. GOULD CO., Bennett Bld., N. Y.**

FIVE 6-in. ads or less, any business, for one dollar. Send dollar and get 7 business PRESS ADVERTISING BUREAU, Box 633, Harrisburg, Penn.

I CAN give you what you want. Commercial artist, designer and writer of attractive advertising. **E. G. HINES, 34 Garfield Place, Cincinnati.**

DIVIDEND-PAYING advertisements—the kind that brings results. I write them, suppose you write me. **EDWIN S. KARNs, A, 347 E. 43d St., Chicago, Ill.**

IF you're after ads and booklets with a sparkle of originality and a strong vein of convincing common sense, I'm after you. **J. D. SCARBORO, 567A Halsey St., Brooklyn.**

"JACK THE JINGLER'S" best of fads is writing rhyming business ads. Of pith and point, for every use. His New York address is 10 Spruce.

LAUNCHING a new business! Whether it will be an ocean liner or a catboat may depend on the advertising. Let us start you right. **SNYDER & JOHNSON, Advertising Writers and Agents, Woman's Temple, Chicago.**

Printing for Schools and Colleges

At one time or another, educational institutions require the printing of leaflets, folders or booklets.

Printers' Ink Press is thoroughly equipped to do printing of that kind in plain, dignified, artistic execution.

We can furnish one thousand elegantly printed and arranged 8-page booklets, $3\frac{1}{2} \times 5$ inches, fine paper, any color of ink, wire stitched, for ten dollars; five thousand booklets for twenty-six dollars.

If we are to write the copy there is a moderate additional charge.

The booklets are suitable for a short argument, description of curriculum, or otherwise. They look refined and appeal to refined people. Sample on request.

CALL ON OR WRITE TO

PRINTERS' INK PRESS

10 Spruce St., New York

THE CHICAGO RE

TWENTIETH YEAR.

• MONDAY MORNING, APRIL 1

The merging of the Times
Record is the only instance in
two successful publications

The circulation of the consolidation has been u
large. There will undou
this, owing to duplication
reasons, but advertisers w
tion from time to time of
whatever it may be.

Eastern Office, suite 1512 American Tra

RECORD-HERALD.

G. APRIL 1, 1901—SIXTEEN PAGES

PRICE TWO CENTS

imes-Herald and the Chicago
nce in newspaper history where
tions have been consolidated.

the Record-Herald since the
n undoubtedly abnormally
doubtedly be a shrinkage in
tions and for other natural
s will receive full informa-
of what the circulation is,

an Tract Society Building, New York City.

LEE AGNEW, Representative.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES.

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.
London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, APRIL 10, 1901.

WHY does the majority of dental literature give the impression of "fakerism"—to use a word that every one understands.

LETTER writing is good advertising. The nearer one can get to the man one desires to do business with, the better. Nothing closer than a personal letter.

THE public has reached a point where it reads the ads as it reads the news. It can be safely stated that American women probably give more attention to the ads than to the news.

THE present epidemic of black and white illustrations will probably run its course till it reaches the climax where advertisers will find that plain type display becomes again a feature of distinction.

ADVERTISING experience only defeats one somewhat against mistakes. It does not insure future success. The business must be learned over and over again, as methods are constantly changing these days.

MUCH is said about the fact that modern advertising has to be accompanied by illustrations. It is probably true that the first and oldest advertising consisted of illustrations alone, however crude. Very little is new and original in this world. A century from now hoop skirts would probably be considered a novelty.

THE way the goods are put up has much to do with the selling of them. The Uneeda Biscuit boxes make excellent lunch boxes for school children and working people. This fact is widely advertised and grocers say it helps to sell the goods.

IN the mail order business it is unwise to advertise generally any article, the use of which is limited to a small section of the country. In several publications circulating almost exclusively in the South advertisements of ice skates appear regularly.

ADVERTISEMENTS cannot be made too bold and clear. The boldest ad attracts the eye of the hasty reader. The small type details should be put somewhere in the ad. They'll prove acceptable and convincing after the bold display has arrested attention.

PRINTERS' INK would be pleased to receive the name of every man engaged in the advertising business. Those who write should indicate whether they are advertisement writers, advertising agents or whatever else. It would also be interesting to learn from the writers whether they are working "on a salary" or are free lances. If all who should answer do so, the list resulting will be exceedingly valuable, and will probably be published in these columns.

GEORGE BATTEN, the advertising agent, believes that advertising, like bread cast upon the waters, brings returns after many days, and he publishes a paper called *Our Wedge*, just to elucidate his idea. The following poem is from his March issue:

I am leaning o'er the rail,
And I'm feeling very pale,
Am I looking for a sail?

No, I'm not.

I'm my father's only daughter,
Casting bread upon the water
In a way I hadn't oughter,

And that's what.

THE essential of a school advertisement is dignity. No advertisement will appeal to parents who are considering where to send their children unless the copy is dignified.—*Our Wedge*.

THE Philadelphia *Record* issues a folder showing how one advertiser received 20,000 answers to an advertisement that cost him only thirty-eight dollars.

THE following want ad clipped from a New York morning paper, is a brilliant example of the way in which a hotel manager may "hitch his wagon to a star":

Hotel ———.—Mme. Melba's large and beautifully furnished corner suite of drawing room, three bedrooms, two baths and private hall, can be secured after opera season, April 1. Apply to manager of hotel.

FOLKS will not make more than an experimental purchase in response to an ad of a mail order concern, the first time they see the ad, therefore the importance of giving good value for the money. If the first order is entirely satisfactory the customer will most probably continue to patronize the advertiser.

THE *Delineator* (New York) has just sent out a circular to the schools and colleges of the country which announces that for this class of advertising it is allowing one-third per cent discount from its regular rate of \$2 per line. Mr. Thayer believes that on account of the *Delineator's* greatly increased circulation of more than 600,000 copies it can be readily assumed that many advertisers will take advantage of this special price. This rate does not apply to commercial or correspondence schools.

THE superiority of page ads less one column over a full page ad has been ascertained by a large number of advertisers. Whenever their ad occupies a page less one column of reading matter on the left-hand side they always have received from 40 to 75 per cent better returns. This shows that big ads gain in strength by being associated with live interesting reading matter. Large advertisers can soon find this out to great advantage. On the other hand, ads on pages containing nothing else but small display ads are poor pullers, no matter how good a medium may be.—*Mail Order Journal*.

A DOUBLE column of "advertising pointers," consisting of extracts from various issues of PRINTERS' INK, properly credited, is being run by the Keene (N. H.) *Evening Sentinel* in its advertising columns as helps to its advertisers and arguments for business.

AFTER a careful study and years of experience in the publishing world, I would give the low estimate of three unsold copies to every quire (i. e., twenty-six copies), or, in round numbers, let me say ten to every hundred, which would work out at 50,000 unsold copies out of a print of 500,000, leaving a net sale of 450,000 copies; and I might explain that to find out the circulation of a newspaper for any given date would be almost impossible, as the returns dribble in in such a mixture of dates, that the labor of sorting out would be stupendous, so that the circulation is based on the returns sent in day by day or week by week, and an average arrived at.—*Advertisers' Review*, London, Eng.

As the number of those printed each day is always available, why not furnish those numbers to the advertiser, and let him make his own deductions as to the percentage returned? If the advertiser deducted five per cent from the number printed, he would come pretty close to calculating how many were given the chance to meet the public gaze.

At his recent speech before the Kansas City manufacturers, Mr. D. M. Lord made the following interesting points:

It is quite necessary in a successful advertising scheme to have the product advertised of a kind that can be recognized. Some years ago a prominent varnish manufacturer of the East the experiment of educating the public as to what was good varnish and demanding it; but, unfortunately for his plan, there is no possible way that varnish can be recognized. If a man goes in to buy a carriage, and he says he wants it varnished with Murphy's varnish, the salesman can very readily say that this carriage is varnished with that varnish, and the would-be purchaser has no possible way of disputing it or proving it. To successfully advertise any product it must be of a kind that can be recognized.

A few days ago I was going to my office with a friend who was a cigar salesman. In asking him about business he made the remark: "It is no longer the salesman who is a success in our business. The advertised cigars are the ones that are sold, and I can very often make as many sales by sitting in my office and writing an occasional letter as I can by going on the road."

Too much fooling of the people soon makes a fool of the fooler in the business world.

Newspaperdom has been interviewing Mr. Louis L. Lorner, who recently returned from Mexico, in regard to conditions in that city. Mr. Lorner ended as follows:

The Mexican merchant doesn't know the meaning of modern advertising methods. But he's learning, and some live adwriters, speaking Spanish and writing it very well, could do worse than go to the Capital City and teach him. Rates? There is a sliding scale, which is chiefly slide.

ILLUSTRATING and commenting upon the painstaking effort made by the editor of the American Newspaper Directory to so word his applications for information as to avoid giving offense to over sensitive newspaper men, the Boston *Home Journal* in a recent issue said:

No one has used such diverse phraseology in trying to influence newspaper men to state their circulation. Probably no other publication printed in the world has so many times changed its form of asking questions and of suggesting to newspaper men what will be the results if they do not comply with its requests.

THE *Kansas City Journal* is one of the few daily newspapers to which educational advertisers seem to stick close. For two summers this daily has carried double the amount of educational advertising of any newspaper west of Chicago. The *Journal* claims a bona fide daily and Sunday circulation of 50,000; also a weekly circulation guaranteed to exceed 115,000. Its Sunday paper contains thirty pages, while no other paper in Kansas City issues over twenty-four. The record of display advertising in Kansas City a recent Sunday was: *Journal*, 73¾ columns; *Star*, 57¼ columns; *Times*, 51 1-5 columns, and *World*, 38 1-3 columns, a proportion that is maintained about every Sunday. It is said that the *Journal* is now paying practically thirty per cent of the entire postage paid by the one hundred and ten publications entered at Kansas City as second-class matter, its average for the entire year of 1900 being something over twenty-six per cent.

SOME feature of a business will usually excel similar features in the businesses of competitors. That feature should be everlastingly advertised.

Newspaper and Poster Advertising, the bright "PRINTERS' INK baby" of London, distracts itself concerning the meaning of "circulation" in the following manner:

Does it mean the number printed, multiplied by five—according to the practice of some canvassers—in order to provide for the possible contingency of each copy being seen by five different persons?

Does it mean the number printed during two or three exceptional weeks and subsequently proclaimed, expressly or by inference, as the normal, average issue?

Does it mean the average number printed per issue, but without any deduction for returns or other unsolds?

Or does it mean the actual number of copies which are sold to, or bona fide distributed amongst the public?

W. B. PHILLIPS has written, and Dodd, Mead & Co. of New York have published at one dollar a copy, an interesting volume on "How Department Stores Are Carried On." Mr. Phillips does not attempt to indicate whether these institutions promote or are detrimental to the best interests of the people, confining himself to describing the details of the principles and mechanism upon which they are run. The underlying and fundamental idea he defines as cash—buying and selling for cash—resulting in cheaper prices and better service. He discusses management and system, advertising, receiving, taking care and inspecting of goods, collecting goods for delivery, delivering them, cash office, mail order business, catalogues, opening mail, assembling and packing mail order goods, correspondence, complaints, sampling, etc. He gives some excellent reasons that can be laid before the prospective mail order purchaser why buying in this way conserves the best interests of buyer and seller. There is also a large article about the making of catalogues. On the whole, PRINTERS' INK is inclined to believe that the person interested in the subject will believe the book well worth its price.


GUARANTEED CIRCULATION RATINGS.

From 1888 to 1896, inclusive, a period of nine years, the accuracy of circulation ratings in the American Newspaper Directory was guaranteed by its publishers and a reward of \$100 was paid to the first person who proved that a circulation rating, in actual figures based upon a statement received from its publisher, was not true as given. This system of guarantee was discontinued in 1897, after between three and four thousand dollars had

been paid out in forfeits, because nine years of experiment had made it plain that newspaper publishers were not disposed to countenance the Directory in its efforts and were positively opposed to them. Even those newspaper men who sent in figures that were guaranteed appeared as a general thing to feel as though freed from a nightmare after the guaranty was withdrawn. On the other hand, however, there has since appeared a class of publishers (small in number) who

EVENING STAR, every evening except Sunday, and **SUNDAY MORNING STAR**, Sundays; daily eight to twelve, Sunday sixteen to twenty four pages 18x24; established 1897; Peoria Star Co., editors and publishers.

Circulation—Daily: In 1897, *G. Actual average for a year ending with December 22, 1898, 9,223; for 1899, 12,781; for 1900, 15,729.*
Sunday: In 1897, *G. Actual average for a year ending with December 22, 1898, 5,346; for 1899, 7,210; for 1900, 8,375.*

 The absolute correctness of the latest circulation rating accorded the Evening Star and the Sunday Morning Star is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

have expressed a desire for the resumption of the guaranty system, and their willingness to assume a share of the burden it entails. After due consideration of the applications of these, the editor of the Directory has renewed the guaranty, and attached a distinguishing mark and a guaranty clause in the case of every circulation rating based upon a satisfactory statement, provided the said statement is accompanied by a deposit of one hundred dollars in actual cash, to be held indefinitely by the Directory publisher—the guaranty to be continued year after year, so long as it is desired, or until the correctness of the rating has been successfully assailed. The publishers of the American Newspaper Directory have often expressed the opinion that not one newspaper man in the United States could be found who would for one moment hesitate to kill the American Newspaper Directory if he had the power and could exercise it in the dark. The position of the Directory publishers on this point has, however, been somewhat shaken of late by receiving several responses to the guaranty offer made to papers accorded a circulation rating in actual figures in the Directory. These responses are equivalent to subscriptions sustaining the work of the Directory, and indicate a change of attitude on the part of some (a very few) of the leading papers of the country. It is gratifying to note that, after thirty-three years of effort to aid honest newspapers and discourage the circulation liar, the Directory publishers are, in the fourth decade of their work, actually receiving some substantial encouragement and aid (however small) from men who conduct the best class of newspapers and make a practice of letting their actual issues be known. Correspondence on this subject may be addressed to GEO. P. ROWELL & Co., Publishers of the American Newspaper Directory, No. 10 Spruce St., New York.

THE Paradise of the Pacific, published by the Austin Publishing Company at 940 Nuanu street, Honolulu, H. I., is an illustrated monthly magazine chiefly devoted to an effort to portray the glorious scenery of land and sea of the Hawaiian Islands. The publishers assert that their writers pay particular attention to accuracy in their descriptive accounts, thus setting the seal of authority and reliability on every article. The January issue contains interesting matter and well executed halftones. *Paradise of the Pacific* appears to enjoy a liberal patronage of local advertisers. Its circulation is rated J K L in the American Newspaper Directory.

A PHOTOGRAPHER on upper Broadway in New York displays everywhere the fact that he makes cabinet photographs at \$3 a dozen. The price, while not a very cheap one, is surely very reasonable for the character of the work which he turns out. He makes this announcement in all his advertisements, in daily paper ads, in magazines, in street cars, in outdoor display and notably in his show window. And he claims the effect of displaying the price is very remarkable. "I used to speak of my cabinets without attaching a price. I found it very difficult to build up a large trade. People used to regard me as high-priced, and even those who could afford and who do pay high prices did not favor me to the extent that I was satisfied they should. Now I have all the trade that I can attend to. The mere attachment of a price brings the bulk of my trade to me. And even of the number who call because I have advertised a price, few take the \$3 cabinets. For instance, last week one day I received twelve orders for twelve dozen, from people who were attracted by my show window. It was the price that brought them in: for all of them asked to see the \$3 cabinets, and were shown them, yet not one ordered a dozen at that price. The lowest priced ones they took were \$7, and they ranged from that up to \$12 a dozen."

"THE liberal soul shall be made fat" by advertising, if the expenditure is judiciously made.

IN the March issue of the *Journal of Political Economy* (University of Chicago), Emily Fogg-Meade discusses "The Place of Advertising in Modern Business." The writer defines advertising as a mode of education by which the knowledge of consumable goods is increased. It sets forth the peculiar excellence of novelties, keeps in mind the merits of staple articles, and thus increases the general demand for commodities. Its media are newspapers and magazines, catalogues, circulars, exhibits, samples, placards and signboards. Its success is measured by the amount of buying it stimulates. She separates goods into two classes, as production or consumption goods. Production goods she says are "bought for purposes of revenue" and their value "measured by the profit derived from their use, such as machinery or raw materials," while consumption goods are "bought to minister directly to personal enjoyment," such as foods, books, amusements. Advertising is done principally in the interest of consumption goods. Most readers will think the classification somewhat hazy, and be inclined to call consumption goods everything that can be bought. The writer does not hold the opinion, often expressed by earlier writers, that advertising does not extend the aggregate of sales, but instead directs them into certain channels; she believes that advertising does create wants and that, therefore, the formation of commercial combinations will have little effect on the necessity of it, the Uneda and other announcements being given as cases in point. Advertising, in her view, is a direct force in the life of the day, stimulating new desires and wants, and decreasing the cost of satisfying them, by increasing the number of sales. It is due to this influence that the middle class of American citizens have become familiar with the various articles that make for comfort and enjoyment, physical and mental.

IMAGINATION IN BUSINESS.

Take the simplest illustration of this relating of one thing to another in business. Let me tell you the story of two bootblacks. You will admit that we can scarcely go lower in the business scale. These two boys, of about the same age, I found standing, one Saturday afternoon, at four o'clock, on opposite sides of a crowded thoroughfare. So far as I could judge, there was no preference between the different sides of the street. The bootblacks, standing on the curbstone, solicited the passersby to stop and have a shine. Each boy had one "call," which he repeated at regular intervals. The two solicitations were entirely different, but each was composed of four words. They never varied them. Yet one of these boys, by the peculiar wording of his solicitation, secured twice as much business as the other boy, so far as I was able to judge, and I watched them a long time. The cry of the first boy was, "Shine your boots here." It announced the simple fact that he was prepared to shine their boots. The cry of the second boy was, "Get your Sunday shine." It was then four o'clock Saturday afternoon. This second boy employed imagination. He related one attraction to another;

he joined facts together; his four simple words told all that the first boy said, and a great deal more. It conveyed the information, not simply that he was there to shine shoes, but that to-morrow was Sunday; that from present appearances it was likely to be a pleasant day; that he, as a bootblack, realized they would need an extra good shine; and, somehow, the sentence had in it a gentle reminder that any self-respecting Christian would wish his shoes shined before he repaired to the sanctuary. You may call it an accident that this boy secured twice the business of the other, but I have seen too many of such experiences to think of them as accidental.—*Lorin F. Deland, before Sphinx Club.*

THE VALUE OF DEMONSTRATION.

One who has considerable reputation as being an excellent cook said that she never missed a chance to hear a demonstrator talk. And she went further, and said that among the women of her acquaintance practically every one would attend such a demonstration. Most women are more or less interested in cookery. They are also interested in obtaining new ideas regarding the preparation of old articles.

A retailer who has had long experience in the business declared that if the association would put a demonstrator into his store for three days he would guarantee astonishing sales. He said that women will buy frequently of anything introduced to their notice in that way.—*N. Y. Commercial Advertiser.*

"IT PAYS TO DEAL WITH RESPONSIBLE PEOPLE"

Don't Make A fuss about moving! Trouble and worry are reduced to a minimum when you engage our experienced men to pack and **Move** your household effects. We will store them, too, if desired. 300 Private Rooms for Storage. Your fine PIANO receives the same care **Till You Get** it back that it would in your own parlor. We also pack goods of every description, including the most fragile. * * **Our Rates**

are most reasonable and may be had upon application. A postal card will bring our representative to your house and he will make estimates on packing, shipping, moving or storing free of charge

BAGGAGE
EXPRESS

ILLINOIS WAREHOUSE & STORAGE CO.

TELEPHONE
OAKLAND 571

KIMBARK AVENUE AND 56TH STREET

THE BACK OF A POSTAL CARD. THE LARGE LETTERS WERE IN RED.

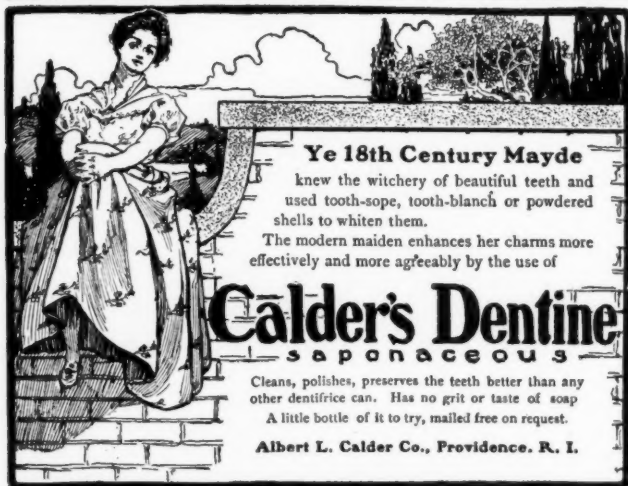
A PULLABILITY INSTANCE.

An interesting example, which shows on how small a point, apparently, hangs the pullability of an advertisement is found in the announcement of Dr. Slocum, now well known among most advertising men. When his copy was first sent out it was generous and had been prepared by a man who knew how, if experience is any criterion, but it proved an utter failure as far as results go—they were nowhere near what they should have been. The advertisement presented an illustration of three bottles, supposed to be fair copies of the packages of medicine advertised. I think the space used was about 125 lines, triple column and, of course, as there was quite a portion of the space taken up with the story, the reproduction of the packages was probably less than half actual size. As I have stated, this advertisement failed to "pull" as it should, and after some study it was decided that the failure was due to the smallness of the reproduction of the packages, creating the impression that only a small quantity of the medicine was contained in the packages.

How to remedy it was the problem. It was out of all question to reproduce the package actual size—advertising space cost too much. Some one, I don't know whom but I'll gamble he is a successful advertiser, solved the problem and the next copy sent out contained a reproduction of the packages of the same size as before, but this time they were balanced in the outstretched palm of a hand and that advertisement "pulled." It looks strange on the face of it, but the last advertisement was successful because the hand gave the eyes something to compare the packages with and therefore conveyed a relative idea of their size. On such small details depend the pullability of every advertisement embodying a mail order proposition.—*Advertising World.*

THE PUBLISHERS.

The increase in book advertising is one of the most interesting phases of the publishing business to-day. A good deal of it is positively brazen, and a poor book may get a spurious popularity by such means, but can't float long. Still, advertising is a necessity to-day. Even the most conservative publishers have had to acknowledge that and come around to it. It's rather amusing to see the stirring among the dry bones.—*New York Sun.*



Ye 18th Century Mayde
 knew the witchery of beautiful teeth and
 used tooth-sope, tooth-blanch or powdered
 shells to whiten them.
 The modern maiden enhances her charms more
 effectively and more agreeably by the use of

Calder's Dentine
 saponaceous

Cleans, polishes, preserves the teeth better than any
 other dentifrice can. Has no grit or taste of soap
 A little bottle of it to try, mailed free on request.

Albert L. Calder Co., Providence, R. I.



**You may not know the
— Present Day California Prune —**

The prune used to be a by-word and a joke—a substitute for fruit which enjoyed a better reputation. But scientific horticulture makes the present-day California Prune the equal of any fruit for deliciousness and hardness—the superior of any for nutrition.

The scientific growers, who made this present-day prune, have formed an association which is now putting up, under the brand shown above, the only prune in the world carefully grown, packed and inspected.

It makes no difference under what name the prune is packed, get a box with a brand like the above and, for a few cents per pound, you get a foodstuff possessing more nutritive value than the same money's worth of any other fruit, any cereal or meat, and a product which can be prepared in a hundred delicious ways as substantial diet, dessert or confection.

The Association issues a book containing 100 recipes for preparing prunes in every way, which were obtained in a prize contest participated in by the very best cooks and chefs of California. This book together with a "Prune Primer," which will delight the little folks, will be sent free on request. Address: CALIFORNIA PRUNE PRAT ASSOCIATION, BOX 208, CALIFORNIA.

PRIZE STEWED PRUNES

Try this recipe for stewed prunes which won first prize in California Prune Prune Cooking Contest a few weeks ago.

"Wash one pound prunes in several waters, nearly cover with water; add large tablespoon of sugar, let stand over night; then simmer on back of stove until tender."

THE original was a twelve and three-quarter inch ad of three columns' width. Reference to the

coming appearance of this advertising was recently made in PRINTERS' INK.

QUALITY OR PRICE.

People respect the man who talks quality. It is the easiest creed in the world to convert them to. In the store and in the papers the merchant should proclaim quality, perfection and long wear so hard that all comers will be converted and forsake the sophistry of cheap goods. Before he gets through, the people will be disgusted with their experiences with the cheap trash and will want his goods, regardless of price. It is a good idea, however, for him to carry a limited line of the cheap stuff of his competitors, "just for comparison." When people see both the cheap and the good articles side by side and appreciate the real difference between

them, the poor goods could hardly be given away to them. A case in point was recently related in one of the trade journals. An Iowa hardware merchant bought three iron frame wringers and twelve good ones, about a year ago. Since then he has sold dozens of the better grades for as high as five dollars each, although the cheap ones were on display all the time, not one of them is sold yet. In his advertisement he let the public know that he had as cheap wringers as any one. At the same time he explained the points of the good ones.—*The Advertising World.*

Success comes from doing little things right.—*Winneburgh.*

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—*Psalm cxvi., 11.*

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as *coming FROM HIM*. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said* in its favor. What he does say, however, ought to be true—*absolutely*.

CALIFORNIA.

Fresno (Cal.) *Democrat* (1).—Fresno is the place to advertise. People are making money, spending money, saving money, faster than in any place you can lay your finger on. The raisin crop was always big. It is now bigger than ever. You can't find an empty store, you can't empty a store. You can't get a store. Houses the same way. If you want to reach people who are anxious to buy everything that appeals to prosperous families, the Fresno *Democrat* will take your announcement right into the house. Its advertising columns are read from San Francisco to Los Angeles.

Los Angeles (Cal.) *Land of Sunshine* (1).—The *Land of Sunshine* is the magazine which the Chicago *Dial* says is "the best there is in periodical literature on the Pacific Coast." It is published at Los Angeles, the second city of importance on the entire Pacific Coast, the population of which has increased 103 per cent during the past ten years. The rural circulation of the *Land of Sunshine* is larger than that of all South California rural publications combined. The city circulation larger than any newspaper within 400 miles of Los Angeles, with but one exception.

San Francisco (Cal.) *Pacific Medical Journal* (1).—This journal is now in its forty-first year and is one of the most influential medical publications in the West. It enjoys the largest amount of advertising patronage of any journal west of the Rocky Mountains.

COLORADO.

Denver (Col.) *Medical Times* (1).—The Denver *Medical Times* has been continuously published since 1882. Its special field is from the Missouri River to the Pacific. Ethical, conservative and up to date, it has built up a strong subscription patronage throughout the West. Its line of work lies in the general field of medicine, gynecology, surgery and climatology. It has no continuous "sample copy" list.

DISTRICT OF COLUMBIA.

Washington (D. C.) *Patent Record* (1).—Is in no sense a trade publication. Inventors are not a class. "Everybody is a born inventor," hence an advertisement in the *Patent Record* reaches a

EXPLANATION.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

more general class of readers than many advertisers would suppose. Our subscription list is made up almost entirely from persons who have read our advertisements in other publications, and are therefore an advertisement-reading class.

GEORGIA.

Augusta (Ga.) *Chronicle* (1).—Every advertiser who advertises in Augusta, Ga., knows the *Chronicle* is the only medium through which the people of that section can be effectively reached. The *Chronicle* has been the leading paper for more than 125 years, and with the unbounded progress of Augusta, it grows stronger every day. The people of Augusta have been used to reading the *Chronicle* all their lives. They couldn't read any other paper if they tried.

Macon (Ga.) *Telegraph* (1).—Georgia is the Empire State of the South. The Macon *Telegraph* is published in the most prosperous section of this prosperous State.

ILLINOIS.

Chicago (Ill.) *Dramatic Magazine* (1).—Reaches theater goers. The only illustrated monthly magazine devoting its pages strictly to theatrical matters. A success from the start. Ably edited and copiously illustrated. It never depended upon advertising to succeed. Our readers have money to spend.

Chicago (Ill.) *National Printer Journalist* (1).—The leading journal of its class in the world. Official paper of the National Editorial Association. Richly illustrated.

Chicago (Ill.) *Western World and American Club Woman* (1).—Has a guaranteed circulation larger than all other woman's club journals combined.

Quincy (Ill.) *Farmer's Call* (1).—It has absolutely the same rate to all. It has a very low rate for its circulation. Its advertising columns are clean—no lost manhood or fake ads. Its editorial tone appeals to only progressive, substantial people. It is bright and newsy and handsome, hence is read carefully, saved and often taken up. It never offers premiums or runs its own ads, hence never competes with its advertisers. It has the confidence of its subscribers and frequently recommends them to read its advertising columns carefully. It is the only farm paper published weekly for fifty cents a year, hence, while none gives more for the money it is of such size that an ad has good display and effect. It covers the richest agricultural territory in the country, equal in area to the average State. For twenty years it has been published at Quincy, Ill., the central

point of this territory. It is the only farm paper published in this territory.

Quincy (Ill.) *Reliable Poultry Journal* (1).—The *Reliable Poultry Journal* is a larger paper, costs more money to produce and is read by more people than any horse, cattle, sheep or swine paper, or any other live stock paper published in this country. It is read by progressive, well-to-do, "thoroughbred" people—by men and women who mean business. It is admitted to be a marvel as an advertising medium.

MASSACHUSETTS.

Boston (Mass.) *Herald* (1).—The advertisers in the Boston *Herald* reach the best constituency in New England.

Springfield (Mass.) *Good Housekeeping* (1).—Only advertising of the highest class is admitted into *Good Housekeeping*. It goes into the very best class of families in cities and towns. It is rapidly becoming unique as a profitable advertising medium for the family trade.

Springfield (Mass.) *New England Homestead* (1).—Eastern edition of *American Agriculturist Weekly*, circulating in New England and the provinces. Goes to almost every progressive rural family in the United States, to every postoffice in Massachusetts, Rhode Island and Connecticut, and to all post-offices in Maine, New Hampshire and Vermont except in the backwoods. Its density and character of circulation are extraordinary.

NEBRASKA.

Lincoln (Neb.) *Western Medical Review* (1).—Four years of rapid, constant growth in this fertile field of the Middle and Northwest. Advertisers are harvesting the fruits of our activity. There is no record of more rapid growth than since August, '99. Thirty-six pages pure reading matter (no advertising allowed). Advertising pages are increasing so rapidly that we cannot fix a number. Advertisements carefully selected, arranged, printed and indexed.

Omaha (Neb.) *Twentieth Century Farmer* (1).—The *Twentieth Century Farmer* knows his thoughts and wants. It not only interests the farmer but the farmer's wife. These farmers have had big crops for four successive years. They have money and spend it with our advertisers.

NEW YORK.

Brooklyn (N. Y.) *Times* (1).—Brooklyn's leading Republican paper; fifty-third year. Used by all the leading advertisers in the country.

New York (N. Y.) *American Agriculturist* (1).—Covering the Middle and South Atlantic States. In New York State it goes to every postoffice, in Pennsylvania it reaches nearly all the agricultural postoffices, likewise in New Jersey, Maryland and Delaware, with a big representation in Ohio and the South.

NORTH CAROLINA.

Charlotte (N. C.) *Observer* (1).—Is the only paper published in two States—North Carolina and Virginia—seven days in the week, and the only morning paper in a city of 30,000 people. In the center of the cotton milling industry, reaching over two-thirds of the cotton mills of the entire South. The *Charlotte Observer* is the only paper sold on

all trains running out of Charlotte. Its circulation is not confined to the city it is published in. It is the only paper that has a general circulation in a radius of a hundred miles of Charlotte.

Raleigh (N. C.) *Post* (1).—A circulation in Raleigh and its surrounding territory of 6,663 means that it goes into 6,500 homes, and is read by every member of the family who pay for the *Post* by the year. The street sale circulation amounts to very little.

TENNESSEE.

Knoxville (Tenn.) *American Home* (1).—Is an illustrated monthly for the household and those who wish to plan, build or beautify homes according to modern methods, with no fads of technicality, no goods to sell, no axes to grind, pure in tone, entertaining and practical. A high class magazine printed on good paper for the instruction and help it can be to intelligent readers. Any materials used in constructing, furnishing, ornamenting or decorating any kind of buildings can be profitably advertised in the *American Home*.

Knoxville (Tenn.) *Business Magazine* (1).—The *Business Magazine* is read by more than 4,000 leading merchants and manufacturers in the Central South.

UTAH.

Salt Lake City (Utah) *Deseret News* (1).—It is a great claim to make, but it is absolutely true that the *Deseret News*, Salt Lake City, Utah, in the influence it exerts in the homes of its readers, is the strongest paper in the world. The reason for this is that it is the official organ of the Mormon community. This religious society numbers over a quarter of a million people, noted for their thrift, most of whom live far from large stores, and buy great quantities of merchandise by mail.

VIRGINIA.

Norfolk (Va.) *Landmark* (1).—Continues to be the leading daily newspaper in Norfolk. The *Landmark* is strong and conservative. It makes no extravagant claims. It has a bona fide circulation of over 7,500.

Richmond (Va.) *Virginia Medical Semi-Monthly* (1).—Established as the *Virginia Medical Monthly* in 1874, and changed to the above title in April, 1896, this magazine has enjoyed a long and prosperous career. It publishes transactions of all the prominent societies in the South. Recognized as the representative Southern medical journal, a claim which advertising patrons will find fully sustained.

ONTARIO (CAN.).

Toronto (Ont.) *Canadian Practitioner and Review* (1).—The leading medical monthly of Ontario, reaching the very best practitioners. No insert advertisements or reading notices scattered through the text. A large bona fide subscription list makes this journal of great value to advertisers.

Toronto (Ont.) *Star* (1).—The *Star* is the best afternoon paper published in Ontario. It covers the richest field in Canada, and as an advertising medium has no equal. The circulation within the past year has more than doubled. Guaranteed statement of circulation and rates cheerfully furnished.



**OLD FASHIONED
BRAIDS**

are never satisfactory. Every woman knows that the test of dainty dressing is the little things which finish a costume.

The neckwear adds the last touch of elegance to the waist—the skirt binding to the skirt.

One is as vitally important as the other. S. H. & M. is the only brand of skirt binding that looks best, wears longest—costs the least, quality considered. You will find it on Plain Velvet, Corduroy and Brush Edges.

At All Good Dry Goods Stores.

S. H. & M.

REGISTERED TRADE MARK

SKIRT BINDINGS

A PRETTY PICTURE—PERHAPS UNSATISFACTORY ADVERTISEMENT.

EVEN YELLOW DOGS.

My rule in advertising is a very simple one. Wherever it is possible, I would use the newspaper or some other established periodical. If there is a certain territory that is not covered by newspapers, I would certainly use signs, or dodgers, or circulars, or match boxes or yellow dogs or anything else that would reach that territory.—*Shoe and Leather Facts.*

WANTS INFORMATION.

In a long experience I have heard of but three cases in which fence advertising has actually paid. I know of one other case in which it was thought to be profitable. If there are other cases, I would like to know of them.—*C. A. Bates, in Shoe and Leather Facts.*

BRILLIANT advertising lies have dazzled more eyes than gems of truth.

METHODS OF APPEAL.

By Hollis Corbin.

Advertising is humanity in print.

Advertising is the multiplication of commercial intercourse.

The beggar in the street may ask alms of a hundred people and be rewarded by ten.

The beggar in print may ask alms of a thousand people and be rewarded by a hundred.

The percentage of rewards in either case depends upon the manner of asking.

The manner in the first instance includes the clothes, the bearing, the voice, the age, the size of the "touch," and all material and immaterial things that, collectively, make up one's personality.

The manner in the second instance includes the argument, the amount of space used, the character of the publication, the position, and the hundred and one other little points that require constant study.

One beggar in the street will get dollar bills readily.

Another beggar in the street cannot get enough dimes to keep from starving.

The beggars in print—ditto.

Advertising is humanity in print.

Write that on a week's supply of cuffs and before the week is over you will have it in your mind.

And when you get it fixed in your mind it will help you in taking a broad view of the many modern methods of extending your commercial relations with mankind.

The little shopkeeper may have a shabby sign and an uninviting window and a few customers.

Any man anywhere will get some business, but there is no reason why prosperity should walk into the wide open doors of the shabby shop.

The man next door may have a great shop and a great number of customers and be looked upon as one of the few who are "favored by fortune."

But the whole difference is due to the difference between the two men.

It is due to the methods of appealing to the public.

Two advertisements will appear side by side in a newspaper.

One will not bring any business, perhaps, while the other proves immensely profitable.

They may appear quite similar—they may both offer goods at cut prices—but one fails to carry conviction because it lacks earnestness and sincerity.

Or, if you consult back numbers of the same periodical, you may find that the weak advertisement is merely an imitation of a previous one used by the successful competitor.

We look up to some men and down upon others.

We look up to the man who coined the word Uneeda and we look down upon the serious-minded people who have imagined that we would buy their wares because they have burlesqued the word.

We like Uneeda Biscuits, but we prefer to get along without Itsagood Soap.

Pears' or Ivory or Fairy will do.

To a great extent advertising is a plain, cold, hard matter of arithmetic and dollars and cents, but you can't afford to overlook the sentimental side of it.

People rather enjoy being told to "see that hump," but when they are told, in precisely the same manner, to see a lot of other things they become weary.

Advertising is the multiplication of commercial intercourse, and if you are not on the right track at the outset you will gain nothing on the multiplication of your doings.

Lots of men cannot profit by advertising because all they could accomplish would be to force a greater number of people to learn that they are not entitled to patronage.

The successful advertiser is like the man at a large social gathering, who gets a word in with every one present and makes an agreeable impression in each case.

The non-advertiser is like a wall-flower who fails to make his presence felt.



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We look up to some men and down upon others.

We look up to the man who coined the word Uneeda and we look down upon the serious-minded people who have imagined that we would buy their wares because they have burlesqued the word.

We like Uneeda Biscuits, but we prefer to get along without Itsagood Soap.

Pears' or Ivory or Fairy will do.

To a great extent advertising is a plain, cold, hard matter of arithmetic and dollars and cents, but you can't afford to overlook the sentimental side of it.

People rather enjoy being told to "see that hump," but when they are told, in precisely the same manner, to see a lot of other things they become weary.

Advertising is the multiplication of commercial intercourse, and if you are not on the right track at the outset you will gain nothing on the multiplication of your doings.

Lots of men cannot profit by advertising because all they could accomplish would be to force a greater number of people to learn that they are not entitled to patronage.

The successful advertiser is like the man at a large social gathering, who gets a word in with every one present and makes an agreeable impression in each case.

The non-advertiser is like the wall-flower who fails to make his presence felt.

KEEPS HIM HUSTLING.

Friend—Why don't you take it easy during the hot weather?

Busman—You forget that I have an ad in PRINTERS' INK.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$20 a line. No display other than 2 line initial letter. Must be handed in one week in advance.

ALABAMA.

THE EAGLE semi-monthly 4 pages. Send for rates. A. R. DAVISON, Pub., Kennesaw, Ga.

PRACTICAL WEATHER. Published once a month. Publishes Dunne's famous Forecasts of the Weather, the most accurate and reliable long range forecasts ever appearing in print, based on terrestrial meteorological data, and on as sound scientific principles as those of our National Weather Bureau's. It also publishes interesting articles on the philosophy of the weather.

PRACTICAL WEATHER circulates in every State, also Canada and Mexico and our new possessions. It also goes to India, Australia, and nearly all the countries in Europe. It has some of the best intelligence of the world among its subscribers, representing almost every profession, trade and calling. It is truly cosmopolitan and an A1 advertising medium for this and foreign countries. Rates for advertising furnished on application. Address **PRACTICAL WEATHER PUBLISHING CO.**, Montgomery, Ala.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thirty people read it, 25,000 monthly. Covers South and Southwest. Advertising rates very low.

ILLINOIS.

THE JOURNAL OF THE SCIENCE OF OSTEO-PATHY, DR. J. L. LITTLEJOHN, President Am. College of Osteopathic Medicine and Surgery, editor. 1 Warren Ave., Chicago, Ill.

NEARLY one million Italians reside in the United States. The best way to get their trade is by advertising in **ITALIA**, the old and reliable Italian newspaper which enters every Italian household in the United States. Address Main Office, 101 E. Harrison St., Chicago, Ill.

MARVELOUS—The substantial growth of East St. Louis, Ill., is a marvel. "With no Boom" it has increased one hundred per cent in a decade. Manufacturing interests have found in her contiguous coal fields and numerous railroad lines, the desired requisites for an ideal location. Her municipal institutions have kept pace with her commercial progress. Her churches, schools and public buildings evince the spirit of material progress, while her excellent library, containing many thousand volumes, attests the ethical progress she has made. Advertisers cannot afford to ignore this growing metropolis, and can find no better medium to address the best citizens of East St. Louis than the **JUVENILE MONTHLY**. It reaches the progressive and intelligent citizens. It is the women's favorite. It is progressive. For rates address. **ADOLPH B. SUESS**, East St. Louis, Illinois.

INDIANA.

THE FREEMAN is read by over 80,000 negroes each week. Its circulation is national and is an excellent mail order medium. It is supreme in this field. **GEO. L. KNOX**, Pub., Indianapolis.

KENTUCKY.

THE CHRONICLE, Princeton, Ky.

THE CHRONICLE Princeton, Ky., is rated 1,800 weekly in plain figures.

THE Princeton (Ky.) **CHRONICLE** circulates 1,800 copies weekly in the tobacco belt.

THE RECORD, Greenville, Ky. Only all home print paper in county. Fine medium.

THE DEMOCRAT, Greenup, Ky., has the largest circulation in Northeastern Kentucky.

WEEKLY average, 1,908 copies. Largest circ'n in section. **THE DEMOCRAT**, Greenup, Ky.

THE DEMOCRAT, Greenup, Ky., prints all the news. That's why others find it profitable. Will be so to you.

MAINE.

THE Rockland (Me.) DAILY STAR is a local daily. It prints the local news while it is news. Advertisers get the best and quickest results from the daily paper.

If you want to reach Eastern Maine your ad must be in the **Rockland COURIER-GAZETTE**. See our New York agent, S. S. VREELAND, 150 Nassau St., who will tell you our story honestly and make you lowest rates.

MARYLAND.

THE LEDGER, Easton, Maryland.

MASSACHUSETTS.

MORE home advertising is carried in the **SUNDAY TELEGRAM** than can be found in any two other Lowell papers combined. This proves that it is the best advertising medium. Rates low: (circulation exceeding 10,000. S. S. VREELAND, 150 Nassau St., New York; JOHN P. ACKERS, 12 Globe Building, Boston, or direct. Sample copy for the asking.

MICHIGAN.

THE ECHO, Harrisville, covers Northeastern Michigan.

MISSISSIPPI.

THE South is booming as never before in its history. Why not ride in on the crest of the waves? You can't enter Mississippi territory successfully (the most prosperous section) without an ad in **THE HERALD**, Water Valley, Miss. All home print, largest circulation and stands first in the confidence of the people.

NEW YORK.

THE GAEL—the leading American-Irish magazine—a handsomely illustrated monthly magazine devoted to the Literature, Language, Music, Art, Industries, Antiquities, etc., of Ireland. It is the only distinctively Irish literary magazine catering to the millions of united and cultured Irish and Irish-Americans in the United States and Canada. Being the only non-sectarian and non-political Irish magazine published in this country, it is taken and read by members of all parties and of all denominations.

Published monthly at 150 Nassau St., New York. Subscription price \$1.00 per year. Advertising rates on application.

NORTH CAROLINA.

PROPRIETORS of schools get most pupils from well-to-do communities. Charlotte is the leading city in North Carolina, Mecklenburg the richest county, and the Piedmont section the most prosperous and progressive section of the South. The **Charlotte News** (daily) and **THE DEMOCRAT** (semi-weekly) reach more people here for less money than any other paper. Put them on your list. W. C. DOWD, Publisher, Charlotte, North Carolina.

TENNESSEE.

KNOXVILLE, Tennessee, is now the third city in the State according to the census of 1900. **THE JOURNAL AND TRIBUNE** (only morning and Sunday publication), the first paper in Knoxville. Covers East Tennessee thoroughly. Especially low rates for schools this year. Write for samples and prices.

WISCONSIN.

DODGE COUNTY FARMER, Beaver Dam, Wis. Stock raising and farming. Circ'n 1900, 1,416.

CANADA.

CANADIAN ADVERTISING is best done by THE
E. DESBARATS ADVERTISING AGENCY,
Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—Chicago (Ill.) News.

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. 1/2-page \$25, 1/4-page \$50, whole page \$100 each time. Address PRINTERS' INK, 10 Spruce St., New York.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

REACH PROSPEROUS SOUTHERN PEOPLE

By placing your ad in THE ILLUSTRATED YOUTH AND AGE, Nashville, Tenn. Circulation 25,000; rate 15 cents per line.

AUTHORS Manuscripts suitable for issuing in volume form required by established house. Liberal terms. Prompt, straightforward treatment. Address
SEEKING A PUBLISHER. BOOKS, 141 Herald Bldg St.

Gordon & Gotch

Render best service to Advertisers in

Great Britain.

Write them. LONDON, Eng.

The Frost (Minn.) Record

is a country weekly that is held in high esteem by its readers, who are a thrifty and prosperous class of people. It is a good advertising medium to reach the country population who are settled in this part of the United States noted for its famous wheat fields.

GOD AND THE CITY.

By The Rt. Rev. HENRY C. POTTER, Bishop of New York. Cloth, 25 cents. May be ordered through any bookseller or will be sent postpaid for the price by the Abbey Press, Publishers, of 114 Fifth Avenue, New York, London, Montreal and elsewhere, who always issue interesting works.

Official paper of the City and District.
Only paper published in all this section.

STILWELL STANDARD

Successor to THE STILWELL TIMES.
Vol. II. No. 38. Established 1898.
Circulates all over Indian Territory.

Issued Every Friday by Standard Printing Co.,
STILWELL, INDIAN TERRITORY.
No fake advertisements taken. No preferred positions given.

Imposing Stones

Georgia Marble, 2 inches thick—strong, durable, well-made.
Special Price, 50c. sq. foot, cash with order.

THE GEORGIA MARBLE
FINISHING WORKS,
CANTON, GEORGIA.



Story Writers :

\$500 in Cash Prizes for the best short stories submitted prior to Sept. 30th. For further particulars send 5 cents for sample copy, or ask your newsdealer for the best 5-cent story magazine.

THE GRAY GOOSE,
Franklin, Ohio.

FORTUNES FOR PEOPLE.

If you wish to start in business, trade or profession along the lines of the Great Northern Ry., which runs through the States of Minnesota, Montana, Washington and British Columbia, or along the line of the Union Pacific, running through the States of Kansas, Colorado, Nebraska, Utah, or along the line of the Chicago & Northwestern, running through the States of Illinois, Wisconsin, Minnesota, Iowa, Michigan, Nebraska, Kansas and Wyoming, address for full particulars respecting the opening and population to LOUIS HALLÉ, editor "American Adviser," 87 Washington St., Chicago, Ill., who will furnish you all information free of charge.

Reports of the
Northfield Conferences

are published in magazine form under the title of NORTHFIELD ECHOES and are sent to subscribers in all parts of the country. Those attending the summer gatherings keep these reports and many unable to attend in person subscribe for them.

NORTHFIELD ECHOES,
East Northfield, Mass.

Send 10c. for sample copy of

Ranch and Range

a profusely illustrated monthly magazine, descriptive of the scenes, wonderful resources and opportunities of the great West. Better send \$1 for a year's subscription and receive the premium of a beautiful embossed booklet of ROCKY MOUNTAIN WILD FLOWERS, sent prepaid.

618-C20 Charles Block,
Denver, Col.

An ad that pays is one inserted in

THE HERALD-POST, Mokane, Mo.

R. EARLE HODGES, Editor and Proprietor.
Circulates among a class of people who pay as they go. Covers entire Central Missouri. Only weekly paper in State with a paid-up circulation. Results guaranteed or money refunded.

\$2,000,000

will be spent in public improvements in Troy this summer. The thousands of men who will be employed on this work read the official paper of the city administration. This paper is

THE SUNDAY NEWS,

Troy, N. Y.

PRACTICAL
ASSISTANCE
FOR . . . :

Writers

The Editor

(Seventh Year.)
A Journal of Information for Writers.
\$1.00 per year. Sample copy, 10c.

500 PLACES TO SELL MSS.

(Fourth Edition.)
Cloth, 100 pages. Price \$1.00.

PRACTICAL AUTHORSHIP.

Hand-book of Information for Writers.
Cloth, 300 pages. Price \$3.00.

The best book published on the trade of Authorship.—*Christian, Endeavor World.*

THE EDITOR CO., Franklin, Ohio.

SUPPLEMENTARY READING, THE ROTARY.

A Magazine-Reader, Clean, Graded, Up-to-date Monthly. Fourth year. Circulation 2,200. Three months, 10c. Year, 25c. LISBON, N. D.

Record of Christian Work.

Edited by W. R. MOODY.

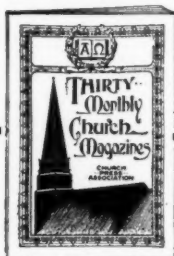
A monthly magazine devoted to review of religious thought and activity and Bible exposition. Organ of the Northfield work.

The Bible Notes for Daily Devotions and Sunday School helps by such writers as Rev. F. B. Meyer, C. I. Scofield and R. A. Torrey, are followed daily in thousands of the best homes in America.

RECORD OF CHRISTIAN WORK,

East Northfield,

Mass.



SCHOOL ADS

are well placed in the thirty magazines of the

CHURCH PRESS ASSOCIATION

because they are read in the homes of 35,000 well-to-do Church families by fathers and mothers with sons and daughters to be educated, and the means with which to gratify every cherished desire in this direction.

These magazines are used year after year by many of the best schools in the United States.

200 South 10th St., PHILADELPHIA.

April Number Now on News-stands.

PARISIAN ILLUSTRATED REVIEW

"Malva," a complete story by Maximilian Gorki, the famous tramp novelist of Russia, whom the European critics hail as a new Tolstoi. This is the first time any of this author's work has appeared in the English language.

Marcel Prevost's fascinating study of the feminine heart: "MY DON JUAN HUSBAND."

Other fiction and articles by Paul Bourget, Matilde Serao, Jacques Normand, Armand Silvestre, et al.

Profusely Illustrated. 15 cents per copy. \$1.50 per year.

At all dealers, or from the publishers:

PARISIAN REVIEW CO.,

150 Fifth Avenue, New York.

The Northwest Is A Great Country.

The Northwest MAGAZINE COVERS IT.

Here is our territory :

Iowa, Wisconsin, Minnesota, the Dakotas, Montana, Idaho, Washington, Oregon, Wyoming, British Columbia, Manitoba, Ontario and Oklahoma.

In this territory The Northwest Magazine has 31,000 paid subscribers.

Communicate with any reliable agency for rates, or write



ST. PAUL, MINN.

CANADIAN GENERAL OFFICES,
McIntire Block, Winnipeg, Manitoba.
CHICAGO, 638 Fine Arts Building.

Phillips & Co.,

1133 Broadway, New York.

ADVERTISERS ALL OVER THE WORLD.

Among others we represent :

Mariani & Co., Vin Mariani; J. N. Jaros & Co., Russian Teas; Prince Brancaccio, Royal Table Oil; Lenger Wagon Co., Bloomer Safety Three Wheeler; Caro Chemical Co., Kuro Remedies; Medicura Soap Co., Medicura Soap; Frank Teller & Co., Royal Blue Cigars.

We also have other large accounts under way. We are prepared to handle more. It is to *your* interest to have *our* service, if you are a beginner or old-timer. We charge a fair compensation and do good, effective work.

THE ADVISOR,

published by us, is the leading advertising trade magazine in the world. Subscription price \$1 per annum, and choice of valuable premiums. Send for sample copy—mailed free upon request. The ADVISOR is an example of our work.

PHILLIPS & CO.,

1133 Broadway,

New York.

THE ENTRANCE

to every School, Academy, Seminary,
College and Institution of Learning

Can be opened, by our judicious methods of advertising, to the youth of the world who seek an education. We have opened school doors so often to so many in the past thirty years of our existence as an advertising agency that we believe we know how to serve you as a door-opener. Won't you ask us?

LORD & THOMAS,

Newspaper, Magazine and
Outdoor Advertising.

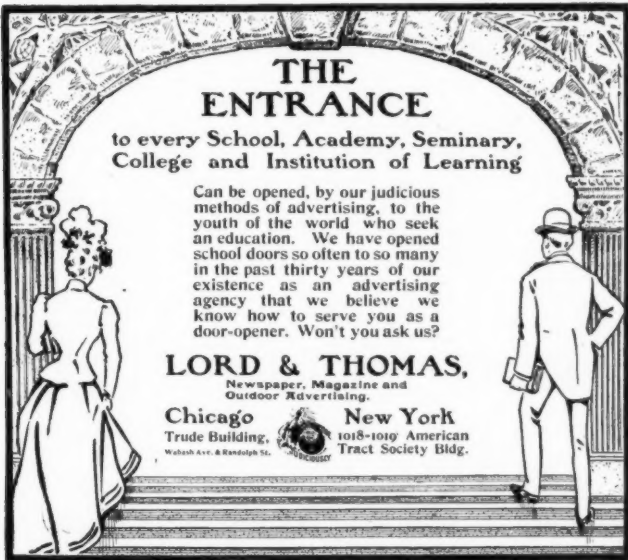
Chicago

Trude Building,
Wabash Ave. & Randolph St.



New York

1018-1019 American
Tract Society Bldg.



The Joliet Daily News is still hammering away to land 8,000 subscribers. Only 1,300 are now on the sample list and it is expected that before May 1st the 7,000 mark will be turned. In order to reach this field the local paper must be used. Old rate card still in force.

The Evening Journal

JERSEY CITY, N. J.

There is no paper in New Jersey with a more respectable or better satisfied clientele of advertisers than the **EVENING JOURNAL**. The best houses in New York, Newark and all the establishments in Jersey City continually use its pages, because they find that advertising in the **JOURNAL** pays.

Average Daily Circulation in

1899
14,486

1900
15,106

The Modern Traveler

OF CHICAGO, ILL.,

Is the leading pleasure and health resort magazine of the great West and Central West and has a large and increasing clientele among prominent people seeking such resorts.

We solicit advertising from hotels, managers of resorts and others desiring to reach this important business.

INFORMATION BUREAU.

We conduct an Information Bureau free for all our patrons. We can also address and mail for hotels and resort managers, circulars, booklets, etc., to a large list of people patronizing either summer or winter resorts. Managers of hotels and resorts should send us a full line of circulars, booklets, photos, pictures, etc., of the attractions they have to offer.

CORRESPONDENTS.

We desire correspondents in every resort where we have no representative.

Subscription, \$1.00 per year. To foreign countries, \$1.50.

Hotel Card in Directory and the Magazine all for one year, \$3.00.
Advertising rates made known on application.

Modern Traveler Press, Pubs.,

358 Dearborn Street,

CHICAGO, ILL.

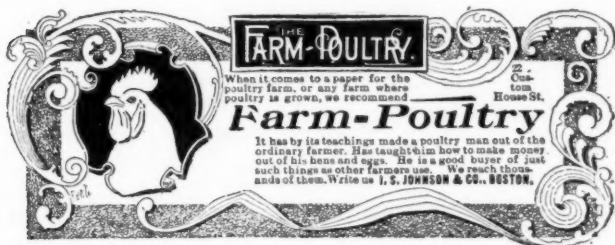
Department Stores

can give a first-class illustrated home magazine, containing pages of their own advertising, without expense. Find out how!

L. RAYMOND,

150 Nassau Street,

New York City.



To General Advertisers.

In making up your advertising list for the season's business, you are earnestly requested to inquire of the local merchants, and learn the true worth of the Columbus, Ohio, **DAILY CITIZEN**.

We believe you will find the same second to none as an advertising medium in Central Ohio.

The **CITIZEN** is liberally patronized by all the large advertisers in the city of Columbus—is published daily, except Sunday, and has a guaranteed circulation of over **20,000** copies daily.

It will be to your interest to investigate the standing of

The Columbus Citizen

before deciding on the paper you will use in that city.

E. T. PERRY,

MANAGER EASTERN OFFICE,

103 TRIBUNE BUILDING,

NEW YORK.

Youngstown, Ohio, Vindicator

DAILY: **10,000** SUNDAY: **10,000** WEEKLY: **9,600**

LEADING DAILY IN NORTHEASTERN OHIO.

For Rates Address

LaCOSTE and MAXWELL, 38 Park Row, N. Y.

Tel., 3293 Cortland.

SPECIAL NEWSPAPER REPRESENTATIVES.

The Patriot

HARRISBURG, PA.,

is a paper that goes into the homes. It does not acquire a large circulation through street sales. Thousands of its subscribers do not take any other newspapers. Do you realize their purchasing power? Do you want their patronage?

Two Good Reasons

Why We Should Do Your Photo-Engraving

1. We will give you better work at the same price you are now paying.
2. We will equal (at least) your present work at a lower price.

In either case it means MONEY SAVED for you.

The Why?

We have the best workmen, the best facilities and longest experience. We also do a greater quantity of work. We do illustrating of all kinds; have a number of competent artists always handy. Let us see the pictures and learn how you want to use them. Will do the rest and

GUARANTEE SATISFACTION.

Promises Always Kept.

Nothing is more exasperating than delay in important work, caused by the non-arrival of expected cuts from the engraver. We never disappoint. If we promise a cut in 24 hours, you're sure to get the cut. **You'll be pleased if you try us.**

MANHATTAN PHOTO-ENGRAVING CO., 7 New Chambers St., New York

THE AMERICAN ILLUSTRATED METHODIST MAGAZINE

"The Unity of the Spirit in the Bond of Peace"

Published by
The Methodist Magazine Publishing Company
St. Louis, Olive & Second Sts.
New York, Broadway & Eighth St.
Chicago, 132 La Salle St.

Edited by
James W. Lee
and
Naphthali Luccock



PUBLISHED MONTHLY

Six Millions

is the active membership of the Methodist Church in the United States, constituting with their families a Methodist population of **twenty millions**. They are a cultured people who are keenly alive to the importance of education, and to the mental and moral training of their children. No class of citizens are better patrons of good schools, and educational announcements going directly into the homes of this class through the medium of their favorite magazine cannot fail to attract their favorable attention.

The American Illustrated Methodist Magazine

is the only illustrated Methodist magazine published in the United States. It is known as "the finest denominational monthly in the world." It enjoys a popularity among Methodists that no other periodical has attained. As a medium for advertising schools it has an enviable record.

Send for sample copy and special school rates.

METHODIST MAGAZINE PUBLISHING CO., 221 N. Second St., St. Louis, Mo.

75,000

That is the number of people who every month read

The Cottager

It is a high-class monthly publication, and reaches the homes of the best people in Central and Western Massachusetts. The May edition will exceed : : : :

28,000

Copies

SPECIAL RATES are made to all educational institutions and The Cottager is an especially desirable medium for this class of advertising. For rates address

THE COTTAGER, Athol, Mass.

\$100 in Gold

will be paid by us to the first advertiser who proves that the paid circulation of *The Press-Republic* is not larger than the combined paid circulation of all other Springfield, Ohio, dailies.

The Springfield Publishing Co.
SPRINGFIELD, OHIO.

CIRCULATION NATIONAL GUARANTEED

NATIONAL WATCHMAN

PUBLISHED WEEKLY BY
THE DEMOCRATIC NATIONAL PUBLISHING CO.,
1229 Pennsylvania Ave., Washington, D. C.

**The Substantial Character of Subscribers generally Makes
this Journal an exceptionally Good Advertising Medium.**

The **NATIONAL WATCHMAN** reaches the intelligent, reading and thinking people in all sections. It is elevated in tone. No questionable advertising accepted.

Its subscribers patronize advertisers in its columns because they have implicit faith in the management of the paper, and do not expect to be deceived.

It has Home and Agricultural Departments in addition to the general and political character of the paper.

The following General and Mail-Order Advertisers have Renewed Contracts for 1901:

Dr. Kilmer & Co., German Kali Works, Peruna Drug Mfg. Co., Dr. Hathaway, Dr. Miles Medical Co., Dr. Horne Electric Belt Co., Sears, Roebuck & Co., Natural Body Brace Co., Cheney Medicine Co., Stuart Dyspepsia Tablets and many others.

IT PAYS THEM AND WILL PAY YOU!

RATES REASONABLE.

SEND FOR SAMPLE COPY.

Address **ADVERTISING MANAGER,**

NATIONAL WATCHMAN,

Washington, D. C.

DOES SCHOOL ADVERTISING PAY?

THE PLAN FOLLOWED BY SUCCESSFUL ADVERTISERS—
HOW PARENTS HAVE LEARNED TO LOOK TO THE
MONTHLY MAGAZINES FOR EDUCATIONAL DIRECT-
ORIES—*The Review of Reviews* THE FOUNDATION OF
SCIENTIFIC AND PROFITABLE SCHOOL ADVERTISING.

Not many years ago it was the rule that the proprietors and managers of schools made their yearly advertising appropriations under protest. "It is simply money thrown away," they said. "We don't know ourselves why we do it—certainly not because anything ever comes as a dividend on the investment. Probably we do it just because it is a custom with certain schools."

Nowadays, while the advertising solicitor may still hear something of this sort now and then—where the wrong medium has been chosen, or where no business-like attention has been paid to applications resulting from advertising—the rule is reversed. Nothing could show this more strikingly than the fact that no less than 121 school principals and managers have recently written to the business office of the *Review of Reviews*, the most prominent medium for this class of advertising, commenting on the profitable patronage received from investments in that magazine.

Perhaps there are few of these successful school advertisers who realize the most important reason

for this new opportunity offered to alert business-like proprietors of schools to increase their income by advertising in magazines. The real reason why it pays today to advertise educational institutions in good magazines is that so much of it is done. To illustrate how little some advertisers appreciate the actual working of a paid school announcement, we need only say that we have heard more than one complain that their card or quarter-page was in such a large directory, with hundreds of other school advertisements, that they were afraid it would never be noticed. Doubtless the New York *Herald* has also found some "want" advertiser, or "real estate" advertiser who looked at the thing in the same way.

And yet it is the very fact that there are hundreds of "situations wanted" published in this daily paper that makes it the place to advertise when a business man wants a clerk or a lady wants a servant. Thousands of people who never read this paper except for this purpose go out and buy a copy when they want to engage a clerk or a servant, or rent a house. Such advertisements form in the

aggregate a directory, and the larger and more complete the directory, the more effective is each item in it.

School advertising is exactly analogous in its actual working for profit or loss to these "want" columns. The father and mother of a family are undecided where to send their children to school; they have found the *Review of Reviews* for August prints about thirty-two pages of school announcements, over three hundred and fifty institutions—about all the first class schools and colleges, in fact, that want more scholars. Naturally they consult the magazine in question, where they can see the condensed prospectuses of the whole field. If there were only a few schools advertising here, this father and mother would not get the information they wanted, and would find other means to see what was offered in the way of private schools by the particular region in which their children would best be located.

Naturally, such representation

in even an exhaustive directory would not bring any profitable returns to the advertiser if the directory in question did not reach the sort of people who send their children to good private schools. But it is the magazines of good class that go to just these American citizens who wish to give their children every reasonable educational and social advantage, and who have the means to begin with a carefully chosen school. And it is particularly true of the *Review of Reviews*, read as it is by the alert, progressive, comfortable people of America. If the enterprising manager of a private school could get together a list of 200,000 addresses of the people who are promising material as patrons of his institution, such a list would not differ radically from the list of people who buy the *Review of Reviews*. Another point of importance concerning this particular magazine is that its sale is by yearly subscription in a degree never before approached by any magazine of such large



THE BLACK PORTIONS OF THE MAP SHOW THOSE STATES AND TERRITORIES IN WHICH ARE SITUATED THE SCHOOLS USING THE *Review of Reviews*' ADVERTISING PAGES.

circulation. It is actually true that five out of every six copies sold of the *Review of Reviews* go into the home of a yearly subscriber who has paid for them in advance. Such a thing is unprecedented with a magazine of general circulation. Of course it is the copy mailed to the family home, to lie on the library table and be read by mother, father and children, that is effective for the school advertiser, as against the copy bought on the news-stand to be read on the train or taken to the office.

The nature of the *Review of Reviews* has, too, had no little part in bringing it such a comprehensive directory of schools and in bringing to those schools such excellent results from their presence in the directory. This magazine is essentially of an educational nature in the broad sense. Its value as a monthly compendium of information, its interpretation of public questions, its immediate recognition of all new movements in education and reform are highly appreciated by the public. Undoubtedly it seems to parents a logical thing to get their cue as to the proper school for their young people from such a journal.

Not only have a very much greater number of schools come to advertise since the extension

and consequent improvement of school advertising in magazines, but many more now use illustrated announcements of a size which enables them to call particular attention to the most prominent advantages of their establishments and courses. It is interesting to note that on a careful analysis of the schools that have found the *Review of Reviews* more especially profitable as a medium, one finds an exceedingly large proportion of those that use quarter-page advertisements alternating with cards. With such a body of evidence, this seems to show conclusively that it pays to spend money for the more elaborate and prominent advertisements, at least so far as the *Review of Reviews* is concerned.

On another page is given a map showing the distribution of the schools using the *Review of Reviews'* columns for advertising, and below is printed the names and addresses of schools that have written to the office of that magazine giving specific expression of their satisfaction with the results of their advertising. Fac-simile copies of these letters will be sent to any inquiring advertiser if a request is mailed to the advertising department of the Review of Reviews Company, 13 Astor Place, New York City.

ONE HUNDRED AND TWENTY-ONE SCHOOLS THAT HAVE SAID THE *Review of Reviews* PAID A PROFIT ON THEIR ADVERTISING INVESTMENT.

Asheville College, Asheville, N. C.
Albany Teachers' Agency, Albany,
N. Y.
I. Anable's School, Philadelphia, Pa.
Armitage Prep. School, Wayne, Pa.
Adelphi College, Brooklyn, N. Y.
Baltimore Med. College, Baltimore, Md.
Miss Baird's Institute, Norwalk, Conn.
Blair Presbyterian Academy, Blairstown,
N. J.

Bethel Acad., Bethel Acad. P. O., Va.
Bishopthorpe School, S. Bethlehem, Pa.
C. W. Bardeen, Teachers' Agency,
Syracuse, N. Y.
Bryant & Stratton, Buffalo, N. Y.
Betts Academy, Stamford, Conn.
Beloit College Nature School, Madeline
Island, Lake Superior, Wis.
Bliss Electrical School, Wash., D. C.

- Beaumont College, Harrodsburg, Ky.
 Bradford Academy, Bradford, Mass.
 F. A. Bryant, New York City.
 Buffalo Seminary, Buffalo, N. Y.
 Miss Calhoun & Miss Chamberlain's
 School, Redbank, N. J.
 Curtis School, Brookfield Centre, Mass.
 Chautauqua Society of Fine Arts, New
 York City.
 Cortina, R. D., New York City.
 Charlotte Hall School, Charlotte Hall,
 Md.
 Chenoweth Institute, Washington, D. C.
 Chicago Correspondence School of Law,
 Chicago, Ill.
 Centenary Collegiate Institute, Hack-
 ettstown, N. J.
 Cloverside School, Nutley, N. J.
 Clinton Liberal Inst., Fort Plain, N. Y.
 Chicago College of Law, Chicago, Ill.
 Colliery Engineer Co., Scranton, Pa.
 Dummer Academy, South Byfield,
 Mass.
 Dwight School, Englewood, N. J.
 Henry C. De Mille School, Pompton,
 N. J.
 Danville Military Institute, Danville,
 Va.
 East Greenwich Academy, East Green-
 wich, R. I.
 Emerson College of Oratory, Boston,
 Mass.
 Fauquier Institute for Young Ladies,
 Warrenton, Va.
 Gunston Institute, Washington, D. C.
 Graphic Shorthand Institute, Philadel-
 phia, Pa.
 Granger Place School, Canandaigua,
 N. Y.
 Harcourt Place Seminary, Gambier, O.
 Hartwick Seminary, Otsego Co., N. Y.
 Hahnemann Medical College, Chicago,
 Ill.
 Hayden Hall, Windsor, Conn.
 Highland Military Academy, Worcester,
 Mass.
 Howard-Payne College, Fayette, Mo.
 Hardin College and Conservatory, Mex-
 ico, Mo.
 Ithaca High School, Ithaca, N. Y.
 Illinois College of Photography, Effing-
 ham, Ill.
 Ithaca Conservatory of Music, Ithaca,
 N. Y.
 Kent College of Law, Chicago, Ill.
 Kenyon Military Academy, Gambier, O.
 Mrs. Law's Froebel Inst., Toledo, O.
 Mr. John Leal's School, Plainfield, N. J.
 Los Angeles Academy, Los Angeles, Cal.
 Locust Dale Academy, Locust Dale
 Academy P. O., Va.
 Mrs. Leslie Morgan's School, N. Y. City.
 Meadville Theological School, Mead-
 ville, Pa.
 MacDuffie's School, Springfield, Mass.
 Milwaukee-Downer College, Milwaukee,
 Wis.
 Miami University, Oxford, O.
 Media Academy, Media, Pa.
 Miss Marshall's School, Phila., Pa.
 Mitchell's Boys' School, Billerica, Mass.
 Mt. Pleasant Military Academy, Sing
 Sing-on-Hudson, N. Y.
 Misses Merington, New York City.
 Maplewood Inst., Concordville, Pa.
 Linden Hall, Lititz, Pa.
 Montclair Military Academy, Montclair,
 N. J.
 Nautical Academy, Easton, Md.
 National Correspondence Schools, In-
 dianapolis, Ind.
 National Educational Union, Chic., Ill.
 New Hampshire Military Academy,
 West Lebanon, N. H.
 New York Military Academy, Cornwall-
 on-Hudson, N. Y.
 North Wales Academy, N. Wales, Pa.
 Oak Grove School, Amherst, Mass.
 Ohio Military Inst., College Hill, O.
 Park Avenue Inst., Bridgeport, Conn.
 Miss Phelps' English & Classical School,
 Columbus, O.
 Peddie Institute, Hightstown, N. Y.
 Peebles & Thompson School, N. Y. City.
 Philadelphia Institute, Philadelphia, Pa.
 Posse Gymnasium, Boston, Mass.
 Pratt Teachers' Agency, N. Y. City.
 Perkiomen Seminary, Pottsville, Pa.
 Peacock's School for Boys, San Anto-
 nio, Tex.
 Rockville Academy, Rockville, Md.
 Rose Dale School, Old Church, Va.
 Round Lake Assn., Round Lake, N. Y.
 Rose Polytechnic Institute, Terre Haute,
 Ind.
 St. Luke's School, Bustleton, Pa.
 Sauveur Summer School, Amherst,
 Mass.
 St. George's School, St. George's, Md.
 Staunton Military Acad., Staunton, Va.
 Swarthmore Preparatory School, Swarth-
 more, Pa.
 Sycamore Training School, E. Colden-
 ham, N. Y.
 St. John's Military Sch., Manlius, N. Y.
 Shaftesbury College of Expression,
 Baltimore, Md.
 Stone School of Scientific Physical Cul-
 ture, Chicago, Ill.
 Stanhope-Wheatcroft Dramatic School,
 New York City.
 Tileston Hall, Old Point Comfort, Va.
 Todd Sem. for Boys, Woodstock, Ill.
 Univ. of Virginia, Charlottesville, Va.
 Univ. College of Med., Richmond, Va.
 University of Maine, Orono, Me.
 Univ. Sch. of Music, Ann Arbor, Mich.
 Vermont Epis. Inst., Burlington, Vt.
 Henry Von Deylen's Business School,
 Brooklyn, N. Y.
 Ward Seminary for Young Ladies,
 Nashville, Tenn.
 West Newton English & Classical
 School, West Newton, Mass.
 Winship Teachers' Agen., Boston, Mass.
 Wyoming Seminary, Kingston, Pa.
 Williston Sem., Easthampton, Mass.
 Wilson College, Chambersburg, Pa.
 Walnut Hill School, Natick, Mass.
 Wentworth Mil. Acad., Lexington, Mo.
 Whittier Home Sch., Merrimac, Mass.
 Worcester Academy, Worcester, Mass.
 Wells College, Aurora, N. Y.
 Washington Heights Sch., Wash., D. C.

*The above are some of the schools that have found the
 REVIEW OF REVIEWS profitable. Fac-similes of their letters
 testifying to this will be sent to any inquiring advertiser on applica-
 tion to the Review of Reviews Co., 13 Astor Place, N. Y. City.*

"'Twas in the Newspaper and all the World Now Knows It."

The Recognized Afternoon Leader of the "Smoky City"
Procession.

Why does the Pittsburg

Chronicle Telegraph

carry more advertising, both Local and Foreign, than any other six-day paper in Pittsburg, morning or evening?

Because it is the first Pittsburg paper that goes down on an advertiser's list.

The following exhibit shows the pre-eminence of the CHRONICLE TELEGRAPH as a valued medium for advertising.

Table showing the number of agate lines of advertising published in the CHRONICLE TELEGRAPH and in the paper carrying the next largest line:

	Local Display Advertising	Foreign Display Advertis'g	Miscellan- eous Adv'g (See note)
For the Month of February:			
CHRONICLE TELEGRAPH.....	243,180	82,936	58,772
NEXT LARGEST.....	197,484	78,946	107,044
For Week Ending March 2:			
CHRONICLE TELEGRAPH.....	59,598	22,456	14,140
NEXT LARGEST.....	49,630	21,322	30,758
For Week Ending March 9:			
CHRONICLE TELEGRAPH.....	56,476	26,600	17,262
NEXT LARGEST.....	50,680	25,676	28,742
For Week Ending March 16:			
CHRONICLE TELEGRAPH.....	62,944	24,948	14,070
NEXT LARGEST.....	56,084	20,244	27,664
For Week Ending March 23:			
CHRONICLE TELEGRAPH.....	70,126	25,732	26,698
NEXT LARGEST.....	59,724	21,574	28,812

NOTE.—Under the heading "Miscellaneous" are included Classified Advertising, Legal Advertising, the official printing of the cities of Pittsburg and Allegheny and of Allegheny County, etc., etc.

THE CHRONICLE TELEGRAPH does not carry the official county printing.

The above shows the esteem in which the CHRONICLE TELEGRAPH is held by the discriminating advertisers for the Pittsburg field.

Its large and rapidly increasing circulation,

57,638 average for February, 1901,

56,312 average for March, 1901,

and the unrivaled prestige it enjoys among its readers combine to make it by far the most valuable advertising medium in Pittsburg.

THE CHRONICLE TELEGRAPH, W. R. ROWE, Bus. Mgr.

The S. C. Beckwith Special Agency,

Sole Agents Foreign Advertising,

47-48-49-50 Tribune Building,
NEW YORK.

469 Rookery,
CHICAGO.

The Kansas City Journal

The Recognized Advertising Medium in the West for Schools and Colleges.

It is with considerable pride that The Journal calls attention to the fact that during the summers of 1899-1900 it carried more school and college advertising than any other Western newspaper.

There are several reasons for this: The Journal is the newspaper of the educated classes, the people who send their sons and daughters away to college, as it is a home paper, devoid of sensationalism, and of nearly fifty years' standing; it has the largest circulation of any morning newspaper between St. Louis and San Francisco; it is the only newspaper west of St. Louis to devote an exclusive department to school and college news. This department appears every Monday throughout the entire year and is open for such notes of general interest as any school or college desires to send in. The work of the Journal in devoting space to college news has been highly commended by every college president, and it is no doubt largely due to the fact that The Journal is recognized as the school and college medium, that advertisements of schools and colleges produce better results from its columns than from those of any other Western newspaper.

READ WHAT PROMINENT EDUCATORS SAY:

While the marked increase in the enrollment of students at the University of Kansas is largely due to the general prosperity of our constituency, I am certain that no inconsiderable proportion of our enlarged enrollment is the result of our advertisement in THE KANSAS CITY JOURNAL.—*F. H. Snow, Chancellor University of Kansas.*

I take pleasure in saying that the advertisements of our academy in your paper have brought many inquiries and an increase of patronage to the school.—*J. B. Welch, Principal University Academy, St. Louis, Mo.*

For years THE JOURNAL has been on our permanent advertising list. We regard it as one of the best mediums. Since it is so careful in gathering and publishing college news, it must circulate among people who are interested in education.—*John P. Greene, President William Jewell College, Liberty, Mo.*

We have been well pleased with our advertising in your excellent paper. Its wide circulation among the best people of the West makes it a splendid and desirable medium for any live, progressive college. We greatly appreciate the weekly news you print for colleges and universities.—*Carl Swenson, President Bethany College, Lisbon, Mo.*

I have observed that THE KANSAS CITY JOURNAL is very generally read by school teachers throughout the State, as well as by many people deeply interested in education, and we have found it a most valuable medium for reaching the young men and women who are thinking of attending some higher institution of learning.—*A. R. Taylor, President Kansas State Normal.*

The Journal effectually covers the States of Missouri, Kansas, Iowa, Nebraska, Arkansas, Texas, Oklahoma and Indian Territory.

Daily and Sunday circulation . . .	50,000
Weekly circulation exceeding . . .	115,000

For all information, advertising rates, sample copies, etc., address any advertising agency.

THE KANSAS CITY JOURNAL, Kansas City, Mo.

OR THE J. E. VAN DOREN SPECIAL AGENCY,

PUBLISHERS' DIRECT REPRESENTATIVES,

905 BOYCE BLDG., CHICAGO. 407 TEMPLE COURT, NEW YORK.

The Special Editions of Printers' Ink

HOTEL AND SUMMER RESORT EDITION

prietors in one issue of one paper at a price no higher than that demanded for a regular edition.
Advertising Rates.—Page, \$100; larger or smaller spaces pro rata.

ADVERTISERS OF GREATER NEW YORK

this issue, because they will reach the advertisers specially in this list, as well as the advertisers now on the regular subscription list of PRINTERS' INK, and can do so at small cost.

Advertising Rates.—Page, \$100; half, \$50; quarter, \$25; per line, 50 cents—classified, without display, 25 cents.

ADVERTISERS OUTSIDE OF GREATER NEW YORK

done in the same manner as described for the Greater New York Advertisers' edition.

Every advertising medium that caters to general advertising and believes in its own advantages, or has an announcement to make which will interest advertisers, can use this issue to advantage in advertising its merits.

Advertising Rates.—Page, \$100; smaller or larger space pro rata.

GENERAL ADVERTISERS ALL OVER THE COUNTRY

ous advertiser. The names represent every kind of advertiser, for each name was secured by clipping the advertisement of the concern from the papers received at the office of the agency.

Newspapers and Magazines—as well as the class and trade papers—will do well to take advantage of the advertising opportunity this edition will give them of telling their merits and making their arguments for more advertising to a great number of advertisers who will be interested in the sort of a proposition they have to offer.

Advertising Rates.—Page, \$100; half, \$50; quarter, \$25; per line, 50 cents—or if classified, without display, 25 cents.

It will be noticed that all of the special issues of PRINTERS' INK specified above can be used by the first-class advertising medium, for each issue reaches a desirable class of probable patrons. Papers of less importance, however, can use the edition best suited for their purpose.

Each and every class of advertising medium should receive profitable returns from advertising in the special issues. It is an advertising opportunity of the year.

The latest day for each issue is just as stated. Every attention will be given advertisements in the matter of typesetting. The advertiser who sends order and copy by return mail will be sure of the insertion of his advertisement and secure the most attention.

Advertising rates are the same for each edition. There are no discounts for space or number of issues used—except that of five per cent for cash in full payment of the whole order—paid with order. Address

PRINTERS' INK, 10 SPRUCE ST., NEW YORK

PRESS DAY APRIL 17TH.—Issued to secure subscriptions and to interest the proprietors in the advantages of Newspaper Advertising.

This special edition will call for more than 19,000 sample copies, and offers Newspapers an exceptional opportunity of advertising their merits, special terms and advantages to all Hotel and Summer Resort Proprietors.

PRESS DAY MAY 1ST.—This edition will be addressed to the Advertising Manager personally of every advertising concern located in Greater New York. The names are secured from the only directory published which gives the information, and was compiled after a personal visit to each concern listed. Newspapers and Magazines are invited to advertise in this issue, because they will reach the advertisers specially in this list, as well as the advertisers now on the regular subscription list of PRINTERS' INK, and can do so at small cost.

Advertising Rates.—Page, \$100; half, \$50; quarter, \$25; per line, 50 cents—classified, without display, 25 cents.

PRESS DAY MAY 8TH.—The sample copies of PRINTERS' INK with this issue will be addressed to the Advertising Manager personally of every general advertising concern located in Chicago, Boston, Philadelphia, Baltimore, Newark and Jersey City.

The names are secured and the addressing is

PRESS DAY MAY 15TH.—The sample copies of PRINTERS' INK which will be sent out with this issue will be addressed to a list of names secured and made up by the Geo. P. Rowell Advertising Agency. Every name on the list can, perhaps, be called an active and continuing advertiser, for each name was secured by clipping the advertisement of the concern from the papers received at the office of the agency.

Newspapers and Magazines—as well as the class and trade papers—will do well to take advantage of the advertising opportunity this edition will give them of telling their merits and making their arguments for more advertising to a great number of advertisers who will be interested in the sort of a proposition they have to offer.

Advertising Rates.—Page, \$100; half, \$50; quarter, \$25; per line, 50 cents—or if classified, without display, 25 cents.

How to Secure New Scholars *

Is a problem that confronts the schoolmaster. In a short time many of his scholars will be graduating, leaving room for new ones.

Logically, the proper course would be to advertise—to tell the facts and good points about the school, and select the right medium through which to inform the public.

Most schoolmasters consider this work as something outside their business—sort of mystery. It is not.

PRINTERS' INK puts advertising matters before the schoolmaster in a clear and easily understood light. It acquaints him with the methods and the mediums to use to reach the desired class or classes. It enables him to effect a saving on the cost; gives him hints on writing good ads; and by studying it and availing himself of the information which it contains, he is thus enabled to realize the greatest returns from his advertising expenditure.

PRINTERS' INK deals plainly, thoroughly and effectually with all the problems of advertising and is always aiming at and bringing out new ideas and suggestions. It is the best aid to the employment of one's advertising ability and should be at the right hand of every schoolmaster in the land.

Subscriptions are invited—price \$5 per year in advance. Use blank on reverse side of this page.

Sample copies 10 cents.

Printers' Ink. * * * *

George P. Rowell & Co., Pubs.

10 Spruce St., New York City.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Subscription price, Five Dollars a year, payable in advance.

GEO. P. ROWELL & Co., Publishers.

PRINTERS' INK is devoted exclusively to the needs and interests of the representative journal of its class. It deals in circulation, influence and character.

PRINTERS' INK discusses in each number topics of interest to advertisers—plans, methods, buying of space as well as the writing of good advertising.

PRINTERS' INK illustrates the articles which permit of it with pictures of the advertising. It shows how the successful results have been obtained.

PRINTERS' INK aims to separate the wheat from the chaff, and to show the advertiser how to do his business with profit.

PRINTERS' INK has a department of Criticism, which tells what kind of advertising is good—some plans and how to improve any kind of advertising matter used by the merchant.

PRINTERS' INK has a department called "Store Management," telling the methods to be used in handling the trade created by advertising.

PRINTERS' INK has a department of "Ready-Made" advertisements, suitable for the merchant, who is too busy to make his own, and who would like to use.

ADDRESS:

Printers' Ink, 10 Spruce St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers,
10 Spruce Street, New York.

Gentlemen:—

*Herewith please find check
Dollars (\$5) in payment for one year's subscription
to Printers' Ink from issue of*

_____ 19
to _____ 19

To be sent to the following address:

_____ 19
WRITE NAME AND ADDRESS PLAINLY.

The Brooklyn Citizen

Fulton, Adams and Willoughby Sts., N. Y. City,

BOROUGH OF BROOKLYN.

**A Progressive and Popular Paper
of the Greater New York.**

DAILY AFTERNOON EDITION,
12 to 16 Pages—2 Cents.

SUNDAY MORNING EDITION,
24 to 32 Pages—3 Cents.

Essentially a Newspaper.—THE BROOKLYN DAILY CITIZEN is now in its fifteenth year. It is essentially a newspaper for the home circle. While distinguished for enterprise, care has been taken from the beginning of its career to admit nothing to its columns that would offend the moral sense of self-respecting people.

In Politics.—In politics it is Democratic, but its Democracy has never prevented it from condemning evil in Democrats, or upholding men of other parties who did right. *It is the organ of citizens, irrespective of party, who make the public well-being their first consideration.*

Educational Affairs.—The attention which it gives educational affairs has secured for it a practical monopoly of the favor of nearly three thousand teachers in the public schools.

Public Movements.—Similarly, the admirable manner in which it has caused the various public movements in which ladies have been engaged to be reported has made it the chief medium of news for the refined, social, benevolent and fashionable life of Brooklyn.

Advertisers.—The people, whom it is the object of nearly all important advertisers to reach, are precisely those who read THE CITIZEN. It offers no encouragement to either criminal classes or those who suffer a depraved taste. Its appeal is wholly to what is virtuous, honest, self-supporting and thoughtful in the community.

Enormously Successful.—THE CITIZEN has been enormously successful. It owns the splendid building in which it is housed, and which is the most valuable piece of business property in the city.

The Equipment.—The equipment of THE CITIZEN is complete and up to date in all respects. Its composing room is filled with typesetting machines of the latest pattern; its pressroom is adorned with the specimens of the skill of the Hoes, of New York, and the Goss Company, of Chicago.

Specimen Copies, Rates, etc., on application.

LOOK US UP!

The Knoxville Sentinel

ISSUES DETAILED

Sworn Circulation Statements

This can be said of
no other paper in
East Tennessee

**Sworn Average
Circulation for 1900, 6,162**

We can give an advertiser conclusive evidence that The Sentinel has **double the circulation in Knoxville and suburbs** of any other paper, a larger circulation than any other Knoxville paper, and a larger circulation in **East Tennessee** than any other paper.

Knoxville

increased from 9,000 population in 1880 to 32,617 in 1900. The city and immediate suburbs (within a radius of 1½ miles from the city hall as a center) contain 51,000.

Knoxville is the largest city in the great industrial region from Washington, D.C., on the east to Birmingham, Ala., on the west. Look at the map.

Knoxville is the second richest city per capita in the United States. It is the commercial, financial, educa-

tional, political and social center of a large territory. The people are prosperous and well able to pay for the necessities and luxuries of life.

The Sentinel

is the principal paper, and is the most widely circulated in this important territory. It is the official, State, county and city paper.

If you are not familiar with Knoxville and The Sentinel, seek further information. It's yours for the asking.

THE KNOXVILLE SENTINEL, Knoxville, Tenn.

J. E. VAN DOREN SPECIAL AGENCY

Temple Court, New York

Boyce Building, Chicago

THE MAIN POINT !

For managers of educational institutions to consider, when selecting mediums for announcements, is to find the publications that are read in the family circle.

THE CHICAGO CHRONICLE

makes the claim that it is taken into the households of more well-to-do people whose first care is the thorough education of their children, than any other newspaper in the West. The desirability of seeing to it that this publication is among those selected for the coming season should be apparent to all educators.

H. W. SEYMOUR, Publisher,

164 & 166 Washington St., CHICAGO.

NEW YORK OFFICE—43 & 45 Tribune Building.

Newspaper Situations Recently Changed.

The AMERICAN changed the newspaper situation in Chicago in the past nine months.

The Kansas City WORLD, under its new management (dating from September 15, 1900), made greater progress than in any period of its history; has doubled its advertising patronage, and gained over 50 per cent in circulation.

THE DAILY NEWS changed the newspaper situation in Omaha last year. It now has more paid circulation in Omaha and suburbs than the morning and evening editions combined of either the *Bee* or *World-Herald*.

In St. Paul the DAILY NEWS was one year old March 1, 1901, and the management makes affidavit to a circulation exceeding 22,000 daily. It is the only one-cent evening newspaper in St. Paul, and is already second in local circulation; the general advertiser must now consider this new faction in the field.

Upon request from any general advertiser or agent I will submit for inspection a detailed analysis of the circulation of the St. Paul DAILY NEWS, Omaha DAILY NEWS or the Kansas City WORLD, and also the original of any local or foreign advertising contract in vogue in these papers.

We solicit business on business principles with a rate for advertising based on guaranteed circulation. For rates or further information, address

B. D. BUTLER, Manager

Foreign Advertising.

JAMES F. ANTISDEL,

In Charge of Eastern Office at
TRIBUNE BLDG., NEW YORK CITY.

GEORGE H. LEE,

In Charge of Western Office at
705-707 BOYCE BLDG., CHICAGO.

PRINTED ON THE FARM

THE AGRICULTURAL EPITOMIST

Has always given its readers experience at first hand. To carry out this plan still more extensively, plain, complete and detailed statements of practical experiments made on this

650-ACRE EXPERIMENT FARM

are being recorded from month to month in the

AGRICULTURAL EPITOMIST

"THE ONLY AGRICULTURAL PAPER
EDITED AND PRINTED ON THE FARM."

The EPITOMIST not only gives the results of experiments made under natural conditions of cultivation and fertilization, but it also tells how work is conducted for actual profit in the various departments of its 650-acre farm known as the



Experiments at this Station are now and will continue to be made under the directions of experts, constituting an able corps of practical and scientific farmers of unquestionable reputation, whose efforts in the past have resulted in
BETTER FARMING, BREEDING AND FEEDING.

Advertisers wishing to reach the prosperous, progressive, up-to-date and buying class of farmers, can do so through the columns of the AGRICULTURAL EPITOMIST. A contract will be accepted for the term of one year at our present rate of \$1.00 per agate line per insertion, with the privilege of discontinuing at any time without extra charge. Circulation guaranteed to exceed 200,000 copies each issue.

E. CHUBB FULLER,

President and General Manager

EPITOMIST PUBLISHING COMPANY,
Epitomist Experiment Station, SPENCER, IND.

PRINTED ON THE FARM

INK TRICKS.

Have you a printing office connected with your school?

Are you wedded to any ink house, or does price with quality cut any figure? No doubt you pay full list prices for your inks, as is customary with all consumers who are not familiar with the tricks of the trade.

All ink price lists are nearly alike, but the discounts vary from five to seventy-five per cent, ranged according to your shrewdness as a buyer, or the friendship which the ink house bears for you. Of course you will be trusted, but you pay dearly for the thirty or sixty days granted on the bill. For seven years I have been advertising in this paper, appearing each week with a new story, pounding high prices. I made my prices net and published them, and it mattered not whether you were worth one dollar or one million dollars, I had to get your money before I shipped the goods. When my inks were not found as represented I cheerfully bought them back and paid all transportation charges. At first I was considered a harmless idiot by my competitors; then when I commenced to succeed I was called a fakir, and now that I am doing a large business they claim my goods are a mixture of coal oil and soot, or colored goose grease, or any old stuff, not ink.

I have filled nearly eighty thousand orders from over seven thousand different concerns located in all parts of the world. I had the honor to be the first ink man to sell goods at Dawson City, Alaska, and later on at Cape Nome, and expect to be the first when they start a printing plant around the North Pole.

The following list of schools and institutions are customers of mine, and you can refer to them as to the quality of my goods:

Classical School,
Wheaton College Press,
Kansas Agricultural College,
Maryland School for Deaf,
Deaf and Dumb School,
Deaf Mute School,
St. John's Protectory,
Boys' Industrial School,
Bixler Business College,
Soldiers' Orphans Industrial School,
Pa. Institute for Deaf and Dumb,
S. D. State Industrial School,
Hampton Institute,
New York Y. M. C. A.,
Oxford Orphan Asylum,
Y. M. C. A.,
Experimental Agricultural Station,
Institute for Deaf and Dumb,
Penn. R.R. Dept. of the Y. M. C. A.,

Milford, Del.
Wheaton, Ill.
Manhattan, Kans.
Frederick, Md.
Fulton, Mo.
Trenton, N. J.
West Seneca, N. Y.
Lancaster, Ohio.
Wooster, Ohio.
Harrisburg, Pa.
Mt. Ayer, Pa.
Plankinton, S. D.
Hampton, Va.
New York City.
Oxford, N. C.
Seattle, Wash.
Wooster, Ohio.
Belleville, Ont.
Philadelphia, Pa.

Send for a copy of my price list and compare it with what you have been paying. Address

PRINTERS INK JONSON,

13 Spruce Street,

New York.

**SCHOOLMASTERS,
What Do You Know
About Advertising?**

THAT the father and mother of every boy or girl is deeply interested in the education of their child goes without saying.

That the papers of the Scripps-McRae League, the Cincinnati Post, the Cleveland Press, the St. Louis Chronicle and the Covington Ky. Post reach more fathers and mothers in their respective territories than any other list of newspapers is also well known.

The papers are built on lines that appeal to fathers and mothers; they are full of bright, clean, crisp news and unobjectionable advertising, just the kind of papers the whole family can read with profit to mind and purse.


The circulations of these newspapers are large and thoroughly cover the sections where they are published. The Cincinnati Post now has over 139,000 sworn daily average circulation, the Cleveland Press guarantees over 93,000 copies daily, the St. Louis Chronicle's daily output exceeds 50,000 copies and the Covington Ky. Post sells each day over 12,000 copies.

A special rate is made for school and college announcements, which will be readily furnished by F. J. Carlisle, 53 Tribune Building, New York, or 116 Hartford Building, Chicago.

Number 285

SATURDAYS

Price 5 Cents



THE INDEX *of* PITTSBURG LIFE

Reaches the Right People

It is not enough that a paper shall have a large circulation — it must reach the right kind of people if it is to be valuable as an advertising medium.

THE INDEX OF PITTSBURG LIFE

Goes into the best homes in Western Pennsylvania. It appeals to people who have money

to spend, and who are not afraid to spend it. We claim for the Index not only the largest circulation of any weekly society paper in this part of the State, but the best circulation—the circulation that brings largest returns to advertisers.

Shall we prove it to you?

SPECIAL RATES TO SCHOOLS

THE INDEX PUBLISHING CO., 320 Third Ave., Pittsburg, Pa.

Street Car Advertising.

Business methods in every walk of life have changed greatly in the past ten years. In no branch of industry, however, has there been such a wonderful change as in the street railway business. A few years ago most every city could boast of from two to ten distinct and separate lines.

Now in almost every city throughout the country the street railroads are consolidated under one ownership and management. Many persons have a habit of decrying such combinations of capital and enterprise and allege that these consolidations destroy competition, oppress the citizen and result in many other disadvantages.

Nothing shows up the absurdity of these claims as does the business itself. In every city of any size we now have the very highest type of consolidation exemplified in the street railway industry. Under the new system it has been found imperative to merge many roads into one, in order that the best results may be obtained. In every city of America where this has been done it has resulted in better and more improved service to the public, and instead of reducing the number of employees it has had exactly the opposite effect.

Instead of harm having come from the killing off of competition, great good has resulted to everybody. There is a good reason for this: Railroads know that improved service creates new and more traffic. The better the service the greater the number of people who will avail themselves of street cars. This is exemplified in the enormous increase of earnings.

A member of the House of Representatives, speaking of the wonderful improvement of street car service and the conse-

quent increase in travel upon the lines, said that in other days you could ride to the center of a city for five cents, and then you had to pay five cents more to ride in the opposite direction. That made ten cents for each direction—ten cents going and ten cents coming—twenty cents a day. Now this is all changed. You pay five cents to ride to the center of the city, where you get a transfer that takes you to your destination: five cents going and five cents coming—ten cents a day. Formerly you could walk and save twenty cents a day; now you can walk and save only ten cents a day. So everybody rides.

Which is all very true.

But, with five-cent fares in most cities, there has arisen a desire to make the fare yet lower. Out in Columbus, Ohio, where Kissam & Company control the advertising privileges, the long conflict in the city council over the renewal of the franchise of the local street railway company for twenty-five years has resulted in a substantial reduction in fares. Under a new ordinance, granted recently, the cash fare will remain as now—five cents—but hereafter seven tickets will be sold for a quarter, and these tickets will entitle their holders to transfers upon all lines of the company.

This brings us to the consideration of the street cars from the advertiser's standpoint.


Better conditions, better service, better cards and lessened cost have greatly increased the value of street car advertising. Everybody rides in the cars and everybody reads the cards. If your advertisement is there the public will see it—it appeals to the whole community. This advertising is profitable because it brings results.

Campbell's Condensed Soups are well advertised in the

Chicago and Pittsburg cars of Kissam & Company. The card shown here is one of the cleverest used by the company. The jingling rhyme is brief and tells something. Taken all in all, the card makes an excellent advertise-

Here is a food for child or man
And ages in betwix;
It only takes one 10c can
To make enough for 6.

Campbell's Condensed Soups
"EAT HOT, HOT WATER AND SERVE"



One 10c. can makes soup for 6.

ment. The Campbell Company are liberal advertisers and have secured good returns from using the street cars.

Kissam & Company have secured the confidence of advertisers. Business men know that when they invest in street car advertising through this firm they will get just what they pay for. The result is the enormous amount of advertising that is being done to-day by the largest, most substantial and conservative advertisers of the country in the lines controlled by Kissam & Company.

Those who have the most to gain have spent the most money in street car advertising. Where some men have put up thousands, others should not fear to put up hundreds. The returns from the investment are evidence enough that these advertisers have the necessary confidence, and the future holds great promise for them.

People who have managed to lay up a little money and who want to hold on to it are interested and careful readers of what investment concerns, savings banks and like institutions advertise.

You have the Bank. We have the Key

CALL FOR ONE		\$1.00 DEPOSIT GETS IT
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ROYAL TRUST COMPANY SAVINGS DEPARTMENT
 Royal Insurance Building 169 Jackson Bldg. Chicago.

The street cars are of especial value in reaching these people, as they carry to and from their work, morning and evening, a thrifty class, most of whom come from a distance and have ample time to read the car cards. That is one reason why the street cars have brought such good returns from this kind of advertising. The Royal Trust Company of Chicago, whose card, reproduced here, is carried in the Chicago cars of Kissam & Company, have a clever plan. They give a small bank to any one making a deposit of one dollar or more and they keep the key—the small bank takes care of the pennies and the big bank takes care of the dollars.

The New York *Evening Telegram's* "Exchange" Department has become quite a feature of that paper. It began January 21 with twenty advertisements, and the number is constantly increasing. The interest in the swap department has brought many buyers for the *Telegram*, and the scheme has attracted the attention of many imitators, having been appropriated in a small way by several other papers. The people

EXCHANGE

WHAT YOU DON'T WANT
 FOR
WHAT YOU DO

For One Cent a Word *Through THE*

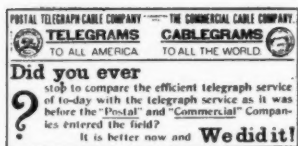
EVENING TELEGRAM



back of the *Telegram* believe in taking some of their own medicine, and advertise their paper in many ways—using the street cars is one of them. The card shown here is placed in all the cars in Brooklyn controlled by Kissam & Company.

The best proof of the real value of street car advertising lies in the fact that the most successful advertisers consider it valuable, and pay the price for it cheerfully year after year. If it is valuable to these men with their knowledge and experience in advertising, it must also be valuable to the beginner, and every other man interested in getting a commodity before the public.

The use of telegrams is not confined to any one class—everybody uses them, and as everybody rides in the cars the



Postal Telegraph Company knew what they were about when they began advertising in the street cars. The card reprinted here is attracting much attention from the public, and has brought business to the

company. Kissam & Company carry it in nearly all their lines throughout the country.

It is often suggested that newspaper advertising is more potent than street car advertising, but where street car advertising has not been properly tried a comparison is impossible. It seems reasonably certain, however, that persistent street car advertising of a good character has as much weight, if not more, with the bulk of the people, than an occasional ad in other mediums.

It is well to remember that a great many people have to see an ad a great many times before any great impression is made upon them, and the ad that they see the most is the ad that will have the greatest effect. The street car ad is that one, and its cumulative value is inestimable.

Street car advertising is simply telling people where they can get a desirable article. If the goods are all right—if they are something the people need or should have, and if you can tell all about them in a few words—the street cars will sell them for you.

If you are interested in street car advertising, we would suggest a talk with Kissam & Company, at their office, 253 Broadway, New York, or by mail. They will be pleased to give you any desired information.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Here is a very simple and unpretentious ad that gives a great deal of information in a few words. It might have been made more attractive, and it should have explained for the benefit of the uninitiated what a tumbler machine would do to a carpet. But the important facts are there, and the housewife can calculate almost to a cent what this part of that annual upheaval known as housecleaning will cost her. It isn't necessary to say something smart or high-sounding to make a pulling ad; not even a striking headline is needed. Just the plain facts, plainly put, with a headline that tells what it's all about, is all that's required in ninety-nine cases out of a hundred. Directness and simplicity are sure winners in the advertising race.

For a Clothier.

Boys' Spring Top Coats

In coverts, French faced, stitched edges, first class linings, made up to date. Two shades of tans. You always paid \$5 or \$6 for top coats, but the National leads them all. Surprise sale No. 17 will enable you to buy an overcoat for your boy for \$3.50. Sizes 4 to 15 years.

There Are Places for Prices in This One.

When You Clean House

let us help you. We can furnish you with everything necessary for cleaning, such as step ladders, pails, scrub and window brushes, mops, carpet and furniture heaters—in fact, everything necessary, as well as furniture, carpets, matting, rugs, etc., to replace those partly worn.

Right on Time.

Plowing Time

We've the plows and the harrows—the good kinds, lots of them; and the seeds—the good kind, Landreth's, any variety in bulk; and the planters and cultivators.

If we don't offer you this season more good kinds of agricultural implements than you'll find elsewhere, and at more satisfactory prices, it will be because our plans miscarry.

Leaves a Good Impression.

No "Mixing" Here

No mixing of the new and old clothing at Traver's—"not on your photograph." The best of the newest fashions is none too good for Detroiters. This store keeps customers side by side with style every day, in material, in varieties, in worthful making. Just illustrative of this see those excellent top coats for men at \$10, \$12, \$15. Same price you'll notice as the other fellows quote, but, bless you, compare the differences in quality. Just compare, that's all.

Careful Carpet Cleaning

No tumbler machine used.
PRICE LIST.

Taking up Room Carpets, 1c to 1½c.

Cleaning Woollens, Tapestry or Brussels, 3c.

Cleaning Wiltons, Velvets or Axminsters, 5c.

Oriental or other Whole Carpets, 8c.

Cleaning Rugs according to size.

Oriental Carpets and Rugs carefully repaired by skilled labor. The best of work guaranteed.

Free delivery within ten miles of our store.

It Doesn't Cost a Cent More to Print Prices.

'Tis Matting Time

We've taken a great deal of pains to get a line of good mattings. We found it pays to buy good quality—not necessarily high in price. We have a careful assortment, with plenty of light, plenty of room to show it in.

Mattings are the thing for shore cottages.

Now Is the Accepted Time for Ads of This Class.

When Brightening Up the House

if you discover that the chandeliers, gas fixtures, statuary, andirons or any of the metal furnishings need replating or repairing, send us word and we'll call for them. We have a department for this class of work, and our charges are very reasonable.

Fishing Tackle.

A Good Catch

doesn't always depend upon the streams and the weather—good tackle and "know how" count for much more than luck, too.

We've the kind of tackle the know-how fisherman is glad to buy—Read & Son's. Every good thing you'll want to use in fresh water fishing, at catching prices—more kinds, and better prices than elsewhere, or money back.

Has an Air of Honesty.

Boys' Spring Wear

Judge the clothing we show this season by the best you ever saw—judge it by the best you'll find. We want critics for customers. Look at the tailoring—it's as well done as if the suits were for men. Look at the bits of daintiness—silk embroidery, braiding and what not. We're as proud of this boys' clothing as the boys who are to get into it. And it doesn't cost any more than the faulty kind. We'd like you to see the golf, wheeling and outing suits for boys of from 6 to 19 years. Prices from \$5 to \$8.50. Your pleasure after buying is part of our profit.

Another Timely One.

Garden Making Time

is pretty sure to find you in need of some good garden tools. Ours are of the guaranteed goodness kind—price and kind guaranteed just to your liking or money back.

If there's a good garden tool made you're pretty sure to find it here.

Landreth's seeds in bulk or in packages. Bowker's fertilizers.

Very Good.

Why Cough And Cough And Cough ?

Perhaps you've had the grip and it's left you coughing.

If you have you've found it a most persistent cough.

Perhaps it's **not** so much a cough as a "hack."

No matter which, we can flag it with our Emulsion of Cod Liver Oil.

Try a bottle; large size, 50 cents.

This Is Straightforward and Business-like, but When Prices Are Cut, the Actual Reductions Should Be Shown and Not Expressed in Percentage Alone.

How It Happens

We are selling furniture so cheap. It wasn't "business foresight" that enabled us to secure the stock of the Hamilton Furniture Company; it was "luck." We had planned to go into business for ourselves and we ran across Mr. Hamilton just in the nick of time—he wanted to consolidate his interests in another town and he was in the selling mood. We examined his stock and learned his price—we know good furniture when we see it, and the discount for "all cash" was 25 per cent less than actual cost.

So we'll pass it over to you at a 25 per cent reduction as an introductory to our store. As the prices are much less than you will find elsewhere we would rather have the cash. But if you lack a little, we will trust you for the balance.

RIPANS

ANY excess in the quantity of food overloads and irritates the digestive organs. The food taken cannot be digested. It remains in the digestive tube for the greater part of the day, or even longer. A fermenting mass, foul and irritating, producing poisons which the system absorbs and which are the direct cause of many disorders, often of sudden death, commonly called heart-failure. Ripans Tabules give the most and safest aid to the chemical and mechanical process called digestion. Ripans Tabules prevent the fermenting of food, remove poisonous matter from the body, and help turn food into the clean, nourishing substance which is essential to the health and life of every person. Ripans Tabules are no experiment. Their success in the past is a safe guarantee for the future. No other remedy is probably recognized as such a valuable household article for rich and poor as Ripans Tabules. They are for men, women and children everywhere. ONE GIVES RELIEF.

There is scarcely any condition of ill-health that is not benefited by the occasional use of a R-I-P-A-N-S Tabule, and the price, ten for five cents, does not bar them from any home or justify any one in enduring ills that are easily cured. A family bottle containing 150 tabules is sold for 40 cents. For children the chocolate coated sort, 72 for 25 cents, are recommended. For sale by druggists.

"One Gives Relief"



the leader
was

LAST week we printed on this page figures showing the total number of papers sold by over a thousand newsdealers in all parts of Philadelphia, showing that

The Philadelphia Inquirer

This week we shall consider the carriers, whose routes cover every portion of the city.

One of the best known and most exclusive sections of Philadelphia is that of Germantown. There are just twenty-five carriers whose routes take in this whole territory, and they include every copy of all the papers delivered to residences. These carriers combined serve a total of 8,116 copies of *The Inquirer* and 7,566 copies of *The Record*. These figures can be verified at any time, and are cited only as an indication of the comparative circulations. Other figures covering all available points are now being compiled and will be duly printed, all of which proves conclusively that *The Circulation of the Philadelphia Inquirer* is greater by many thousands than that of any other newspaper in Pennsylvania.

Average Circulation during 1900	170,905 copies daily	Average Circulation during 1900	168,325 copies Sun- day
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Advertisements in THE INQUIRER always bring positive results.

The Philadelphia Inquirer, 1109 Market St., Phila., Pa.

NEW YORK OFFICE, Nos. 86-87 Tribune Building.

CHICAGO OFFICE, 308 Stock Exchange Building.